

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA





OUR



DAY or NIGHT...

International bulk flour trucks can deliver "Bakery-Proved" flours to your plant . . . and at a saving to you! For more information on bulk flour handling by Airslide* rail car or bulk truck, talk with your International representative.



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International



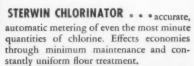
SHIPSTERWIN-TREATED flour to your customers ... and you (and they) can bank on it ... secure in the knowledge that your experienced "know how" has teamed up with the very best in methods and materials. Sack after sack is matured, bleached, enriched exactly as you want it ... as they ordered it.

For STERWIN Flour Treatment economically processes your flour with unprecedented uniformity...assures consistently superior baking qualities...provides the first step in finished baked goods that emerge from the oven exactly "as planned".

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SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

*Trademark-U. S. Patent No. 2,683,651. Other Patents Pending

The American Baker

Published Monthly for the Bakers of America by THE MILLER PUBLISHING CO.

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Although we have one of the newest flour mills in the United States, we have just completed a new remodernization program. Result—increased sanitation—increased efficiency—increased capacity.

Our capacity was increased more than 50%. As a result, we welcome inquiries from quality-minded bakers who prefer a short patent mellow spring wheat flour.

TRI-STATE MILLING CO. Rapid City, S. Dak.

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour-250 cwts. Meal

GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN



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K CITY



"New Look"

Bread and Bun Cooling Systems

Bun packaging department view illustrates how Wendway cooler-conveyor system traverses ceiling area before cooled buns are delivered, automatically, to slicer and package wrapper.



A Wendway Bread and Bun Cooling Conveying System in your plant will actually pay for itself in an amazingly short time. It will use your ceiling—and save your floor space, eliminate practically all of your storage and cooling racks . . . and do your cooling and conveying simultaneously . . . minus the manpower element.

Study the few Wendway Cooler-Conveyor applications on this page . . . then visualize a Wendway system in your plant.

What Wendway Does for You...

- Saves time, money and floor space.
- Eliminates equipment confusion.
- Products receive no "man handling".
- Sanitary—smooth and silent—belt will not mar products.
- Delivers products where you want them hours fresher.
- Pays for itself in actual—provable savings.

Now is the time to plan your new Wendway Cooler-Conveyor. Why not contact Union Steel today? Their conveyor engineers will assist your planning—without obligation.

Let USP's Conveyor Engineers put their experience to work for you-now. Hot bread unloaded at oven is conveyed from second to third floor to this cooling circle or "spiral". Loaves are delivered direct from cooler-conveyor to slicing machines. This installation utilizes 24" wide belting.



On this ceiling mounted roll cooling conveyor, products travel over "spiral" tiers of Wendway until properly cooled and are then automatically carried to storage containers and/or to slicing and packaging stations.

Another good reason why Wendway conveyors are preferred. Practically all product surfaces are exposed to circulating air. Quiet, steady travel results in smooth, perfectly cooled buns, rolls or bread.



ALBION, MICHIGAN





ROUGH OUTSIDE

SMOOTH INSIDE

BEMIS MULTIWALLS ARE RIGHT FOR PACKING, HANDLING, EMPTYING

Outside and in, Bemis Multiwalls are engineered for your benefit . . . and your customers'. Consider these two important points:

Outer plies of Bemis' Ruf-Grip® Paper give you easier handling...safer, non-skid stacking and shipping. You and your customers benefit.

Inner plies of smooth kraft give fast, efficient dumping, with minimum loss of flour. Your customers appreciate this saving in labor and money.

Everybody wins when you pack and ship your flour in Bemis Multiwalls.

Other Bemis Products for the Milling Industry—Angus Burlap Bags • Osnaburg and Sheeting Cotton
Bags • Bemilin® Dress-Print Cotton Bags • Consumer-size Paper Bags • Bemis Special Thread and Mainstay Twine.

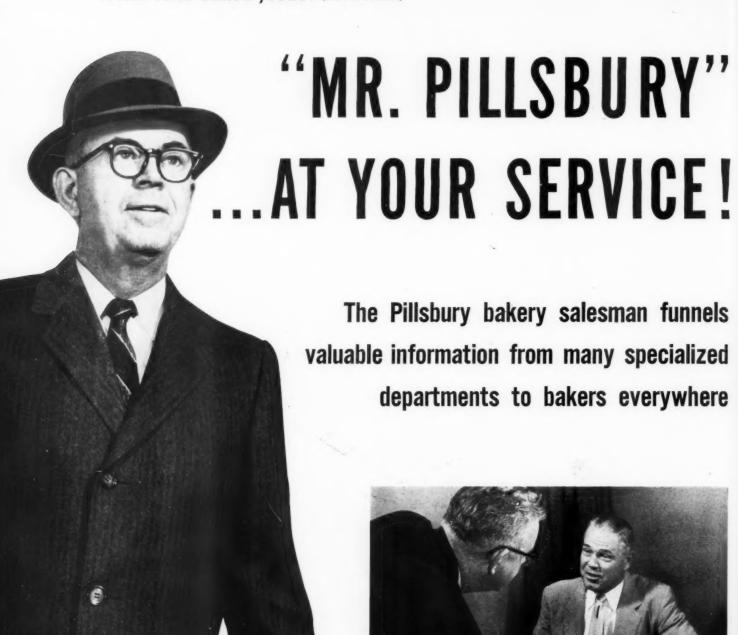


Bemis

408 Pine Street, St. Louis 2, Mo.
Sale Offices in Principal Cities



proving that old habits can be costly



Procurement question? Count on your Pillsbury salesman to advise you wisely on when to buy and how long to book for. He's backed by Pillsbury's Business Analysis Department—specialists who constantly analyze data from all parts of the country to keep abreast of trends. This data includes information on crops, industry conditions and price fluctuations. These business specialists keep your "Mr. Pillsbury" fully informed at all times.



"New Crop" trouble? Talk to the Fillsbury salesman. He'll demonstrate how Pillsbury's constant testing, careful wheat blending and special crop transition program have eliminated new year variations in many bakers' production. He's confident . . . because Pillsbury Quality Control backs him all the way.

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Want new sales, product ideas? Other specialists behind the Pillsbury salesman develop and test new products for bakers, design colorful sales aids, come up with new promotional events. Count on the salesman, too, for help in tailoring the promotion to your bakery. It's all part of the complete service every Pillsbury salesman offers to help bakers sell more . . . and sell profitably. Truly "Mr. Pillsbury" is constantly at your service.





Production problem? The baker can ask the salesman (his own "Mr. Pillsbury") for help from a technical serviceman. These baking specialists are constantly visiting bakeries across the U.S., helping solve problems, observing new trends.



Too much work, too few hands? Maybe a bakery mix is the answer. The Pillsbury salesman has an interesting story on how production problems can be eased through use of mixes. Pillsbury produces a complete line of precision-blended mixes at Springfield—in one of the most modern plants of its kind in the world.



... Your partner in building sales
Pillsbury Mills, Inc., Minneapolis 2, Minnesota



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1957

Comment ...

. . . by Cooley

National Retail Bakers Week has come and gone, with tremendous publicity throughout the country and with bakers everywhere working co-



r. W. Cooley, Jr.

operatively to assure its success. The happiest part of this promotion was the effort put forth without thought of direct gain—bakers knew that their work on Bakers Week would make more money for them and the industry at the same time.

If future promotions can hold this cooperative spirit the industry and the individual baker will see further growth

and an increasing acceptance of National Retail Bakers Week as a valid promotional tool, sharing the baking industry spotlight with the dessert promotions, Picnic Month and Sandwich Month.

All those who gave so much of their time deserve the commendation of bakers everywhere.

This little vignette refers primarily to larger stores, but even the retail baker should be inspired to see how his own salespeople handle the customer: A shopping service recently gave 27 men \$10 apiece to spend on a shopping survey. They were to be out not longer than half an hour and were told to buy only specified items. If the shoppers were not waited on within 10 minutes after entering the store, they were instructed to leave without purchasing anything. If they bought the assigned merchandise, they were also told to purchase any related items the sales person might suggest. Not one of the shoppers was able to spend all of his \$10. Three bought nothing. Eight bought the item they were told to buy. Six bought only the assigned item although they were asked if they wanted something else. A related item was not suggested. Ten bought one additional suggested item each in addition to the assigned merchandise. Even though they were out to spend a total of \$270, they succeeded in leaving only \$56.80 with the merchants. Apparently related selling isn't what you could call a fully developed art.

Introductions - we - never - expect - to - hear-department: "I don't know anything about the next speaker on our convention program. The head office sent him out here and I hope he doesn't talk as long as the one we had last year."

Several bakeries throughout the country have made quite a thing of the institutional trade in cooperating with restaurants to get people to eat out more often (and consequently to use up more of the baked foods supplied to the restaurants by the bakery). Many classy little items of promotion and slogans have come from the West Virginia Bakers' Assn. recently, and now they are up with a place mat giving a brief history of bread as an American heritage, including the story of enrichment.

For restaurant distribution, the place mat is available in quantities of 1,000 or more at cost from the West Virginia Bakers' Assn., 611 Pennsylvania Av., Charleston 2, W. Va.

Apropos of almost nothing, the story is also told of the six bakers who each had a problem and went to a convention to see if they could get any ideas. They didn't get any ideas, but each baker came back with six problems.

* * *
Thanks for reading. See you next month.

Frank Cooley

JULY IS PICNIC Month

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AUGUST
IS
SANDWICH
MONTH

Trade Pulse

Columbia Baking Co. has announced the appointment of GUY HUDSPETH to the post of manager of the Orlando division. The Orlando plant is now in the process of being enlarged and considerable new equipment and machinery will be installed. Mr. Hudspeth was formerly sales manager for the company in Miami.

G. W. F. PENROSE has been appointed assistant manager, Western Region, for the Fleischmann Division, Standard Brands, Ltd. He will have his offices in Calgary, Alberta, Canada, and will be in charge of Alberta and British Columbia.

ORVEL PETTIT has been appointed production manager of the West Baking Co., Indianapolis, Ind. Mr. Pettit will have charge of all manufacturing and maintenance operations. He was for many years with C. J. Patterson Co., in charge of service work in member plants.

V. STOIANOFF, former president of Holsum Bread Co., Battle Creek, Mich., has again taken over company management. Mr. Stoianoff started Holsum Bread 37 years ago as a partner. He is making extensive modernization and expansion plans and has appointed a new sales manager, Joseph Horvat, who comes to Holsum with 12 years experience in the baking industry. Prior to his present appointment he was associated with the Muller Baking Co., Lansing.

The Midland Bakeries Co., Terre Haute, Ind., recently announced the appointment of a new plant manager, PAUL BOLEN, who succeeds JOHN LALLIER at the Terre Haute office. Mr. Lallier has been transferred to the Peoria, Ill. office.

Stockholders of the Ungles Baking Co. recently named EDWIN F. PIERCE, general manager, to the position of vice president and general manager. Reelected as directors and officers were: L. A. UNGLES, president and founder; H. D. LE MAR, vice president; VERNE VANCE, secretary; H. F. COURTRIGHT, treasurer; HAROLD HOWE, JONATHAN FLETCHER and ARTHUR RUHL, directors.

EUGENE JOHNSTON FRETZ, president of the Robert A. Johnston Co., Charleston, West Va., has accepted a position as vice president and district manager of the firm's West Coast operations. He will head-quarter in San Francisco.

A. M. SONNABEND has been elected as a director of the Ward Baking Co. His election raises the membership of the board of directors from 13 to 14.

K. G. PATTERSON, owner of Quality Bakery, Asheville, N. C., is now associated with J. Sausville Sons, bakers specialty supplies, East Paterson, N. J.

This Month . . .

Flour Markets	Page	14
Formulas for Profit	Page	18
Do You Know?	Page	22
Ringing the Baker's Doorbell	Page	25
Worth Looking Into	Page	34
Crusts and Crumbs	Page	42
Bake Shop Trouble Shooter	Page	43
Bakery Merchandising	Page	47
Convention Calendar	Page	50
Index of Advertisers	Page	60

Harvey E. Yantis, President, Miller Publishing Co., Dies

MINNEAPOLIS-Harvey E. Yantis, associate editor of The Northwestern Miller and president of The Miller Publishing Co., died April 12.

Mr. Yantis had been ill only briefly. He was hospitalized April 7 with an unexpected illness diagnosed as acute inflammation of the pancreas.

Mr. Yantis was widely known in the flour milling and grain industries through his association with The Northwestern Miller for 34 years. He also was editor of Feedstuffs, a Miller publication serving the formula feed industry.

Born at King City, Mo., in 1900, Mr. Yantis attended grade and high schools in King City. He was grad-uated from the Missouri University School of Journalism after earlier attending Oklahoma University.

After working briefly on St. Louis and Omaha newspapers, Mr. Yantis with the Kansas City Star for two years.

In 1923, he joined The Northwestern Miller in its Kansas City office as an editorial and advertising representative. The late Robert E. Sterling, for many years editor of The Northwestern Miller, was then in charge of the Kansas City office.

Mr. Yantis was transferred to the home office staff in 1928. He became an associate editor of the Miller and was secretary and vice president of the company before being elected president in 1954 upon the retirement of H. J. Pattridge. He also was associated in editorial and executive capacities with other publications of The Miller Publishing Co. — The American Baker, Milling Production and Croplife.

Mr. Yantis had been in charge of Feedstuffs since its establishment in 1929, and he was appointed editor in 1933. In this position, he was closely identified with the feed industry and its marked growth during the past 25 years.

In Minneapolis, Mr. Yantis was past president of the Northwest Feed Manufacturers Assn., a member of agriculture committee of the

Minneapolis Chamber of Commerce, secretary of the Minikahda Club, past president of the University Club and a member of the Skylight and Minneapolis clubs.

Mr. Yantis is survived by his wife, Claudia, whom he married in 1920. Mrs. Yantis, the former Claudia Duncan of Hereford, Texas, was a classmate at Missouri University.

After living in Minneapolis for many years, Mr. and Mrs. Yantis had established a suburban residence at 3531 Orchard Lane, Hopkins, Minn., only a few months before his

Ward Baking Reports 12-Week Profit Up Slightly

NEW YORKbased upon unaudited figures of the Ward Baking Co. for the 12 weeks ended March 23, 1957, was \$88,563 after all charges, and is equivalent to 2¢ per share of common stock on the 819,202 shares of stock outstanding on March 23, 1957, after provision for preferred dividend.

"This compares with earnings of \$60,021 for the 12 weeks ended March 24, 1956, which were equivalent to a deficit of 2¢ per share of common stock on the 796,992 shares of stock outstanding on March 24, 1956, after adjustment for retroactive adjustments for depreciation and pan, tray and crate expense," F. E. Wentworth, secretary, reported.

BREAD IS THE STAFF OF LIFE

COOKIE PROMOTION

Fasel's Bakery, 218 E. Lincolnway, Valparaiso, Ind., staged a three-day 2,000-Dozen Cookie Sale, in which the first dozen was priced at 35¢ and the second dozen only 9¢, or two dozen for 44¢. A limit of four dozen at 88¢ was placed on each customer. Four kinds were offered: old fashioned sugar, peanut butter cookies, raisin oatmeal, and chocolate chip.



MOTHERS DAY GIFT -- Mrs. Martin Norstad, Minneapolis, Minnesota mother of the year received a Lady Baltimore cake from the Minnesota Bakers Assn. in recognition of Mothers Day. She is pictured with her grand-son, David Norstad, 4, and Ray Unverferth, Franklin Home Bakery, Minne-apolis, who baked the cake and presented it to Mrs. Norstad on behalf of the association.



Standard Brands Reports Rise in Quarterly Income

NEW YORK-Net income of Standard Brands, Inc., for the first three months of 1957 amounted to \$3,612,-453, an increase of 19.8% over the first quarter of 1956, Joel S. Mitchell, president, has announced. This was equivalent after preferred dividend requirements to \$1.05 a share on the 3,260,757 average number of shares outstanding during the period. Net income for the same three months of 1956 was \$3,016,300, or \$.87 a share on the 3,254,722 average number of shares outstanding in the 1956 peri-

Net sales totaled \$129,361,348, the highest quarterly sales in the history of the company, and 9.7% over 1956 first quarter sales of \$117,873,993.

These consolidated figures include subsidiaries operating in the U.S. and Canada, and, for the 1957 period, operations of the Clinton Corn Processing and American Partition Divisions acquired April 16, 1956.

The combined sales of unconsolidated subsidiaries operating outside the U.S. and Canada in terms of U.S. dollars were \$6,134,412, and their combined income was \$370,034. Corresponding sales and income for the first three months of 1956 were \$5,307,969 and \$251,233 respectively.

At a meeting of the board of directors April 25, a quarterly dividend of 50¢ a share was declared on the common stock, payable on June 15, 1957, to stockholders of record on May 15, 1957.

The quarterly dividend of \$.875 a share on the preferred stock also was declared, payable June 15, 1957, to stockholders of record on May 31,

300 Persons Attend Sales Girls Rally

ST. PAUL - Nearly 300 persons from the Twin Cities gathered at the Midway Club, St. Paul, April 23 for a sales girls rally. The event was sponsored by the Minneapolis Bakers Assn. and the St. Paul Bakers Assn. Minnette Crouch, Standard Brands,

Inc., showed slides and explained the characteristics of sales girls and customers. She demonstrated the right and the wrong way to sell baked goods.

A dinner preceded the rally. large number of baked goods which called attention to Retail Bakers Week was on display behind the head table.

Bob Bliss, Le Ru Bake Shop, St. Paul, and Jerry Hammink, Jerry's Bake Shop, Minneapolis, were co-chairmen of the event.

Illinois Bakers Hold "Play Day" At Champaign

DECATUR, ILL.—Members of the Illinois Bakers Association, Inc., have scheduled a business session and annual "Play Day" outing for May 14-15. It will begin with a meeting of the board of directors May 14 at the Champaign Country Club. The meeting will include a showing of the new "Market Survey of Baked Foods Sales in the U.S.," by George Heninger, Standard Brands, Inc.

May 15 there will be golf, horseshoe pitching, lunch, dinner and special activities for the ladies at the Urbana Country Club. Trophies will be awarded to winners of the annual golf tournament, including the president's cup for the bakers handi-cap, and the Illinois Bakers trophy for the low score.

The schedule of events is as follows:

Tuesday, May 14-Directors meeting, open to members and guests, 7 p.m., Champaign Country Club. The meeting will include dinner, introduction of newly-elected officers and

duction of newly-elected officers and directors, and a short business session. Mr. Heninger will present the Standard Brands survey.

Wednesday, May 15—Annual Play Day, Urbana Country Club; 9 am. to noon, golfing; noon to 1:30 p.m., buffet luncheon; 1:30 p.m. to 2:30 p.m., golf, horseshoes, with a singles and doubles tournament at 2 p.m.; dinner, 7 p.m., awarding of door, golf and horseshoe prizes.

Wednesday, May 15—Ladies program; 11 a.m., meet at Urbana Coun-

gram; 11 a.m., meet at Urbana Country Club for bus tour; 11:30 am, luncheon at the University of Illinois cafeteria; 12:30 p.m., tour of the new \$4,000,000 U. of I. home economics building and campus; 3 p.m., cards at the Urbana Country Club.

BREAD IS THE STAFF OF LIF

Indianapolis Plant Of General Baking Halts Operations

INDIANAPOLIS-General Baking Co., which has operated a district bakery here, has discontinued operations and will turn over its home service routes to Omar, Inc., which company also has a plant in Indianapolis from which it will serve former General Baking customers.
The Indianapolis plant of General

Baking has operated in an area with a 40-mile radius around Indianapolis and reaching as far as Danville and Paris, Ill. According to the New York office of General Baking, there plans to sell the Indianapolis plant, which the company still owns, and which employs approximately 100 persons.

Company officials explained that the decision to discontinue business in the Indianapolis area is part of a plan to realign General's marketing and distribution of its products into more profitable areas.

It is expected that about 50 route

salesmen formerly with General will be transferred to Omar, Inc.

PILLSBURY LEASES OFFICES

MEMPHIS - Pillsbury Mills, Inc., has leased about 5,000 sq. ft. in the new 1420 Union Building, which is under construction here and will be completed in about 30 days. The space will serve as offices for the company.

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Hathaway Bakeries Hopes to Reduce Losses in 1957

SYRACUSE, N.Y. — Hathaway Bakeries, Inc., with an audited loss of \$576,000 for the first six months of 1956, hopes to pull its operations back into the black this year with a new management team and a new development program, according to Berne Horch, president.

In a prepared statement to stock-holders Mr. Horch outlined contemplated changes, first among them being a complete restaffing of the executive and operating group at the top of the company.

Hathaway has not made a profit since 1953. Complete figures on 1956 operations have not yet been compiled, but previous audits show that the firm lost \$140,810 on sales of \$22,731,973 in 1955.

"In order to reduce losses," said Mr. Horch, "Hathaway performed a major amputation on its New Eng-land operations in 1956. Production was halted at plants in Boston, Brockton and Worcester, Mass., fol-lowing the closing in 1955 of the plant at Providence, R.I. The Boston and Providence plants have been sold and Hathaway is now consider-ing purchase offers for its Brockton, Nashua and Worcester units."

Mr. Horch became president in February after serving as executive vice president. B. Delmore Doe, assistant treasurer, was named treas-wer; John J. DelMonte, labor relations director, was named vice president in charge of personnel; Joseph A. Babeor, formerly with Rice Bak-ing Co., Baltimore, was named general production manager, and James Janis, formerly assistant sales man-ager of Krug Baking Co. of New York was named director of surplus

Mr. Horch said that sale of the New England plants has provided the company with funds to pursue a rehabilitation program in areas where it is still operating. Plans call for modernization of the existing bakery equipment and rehabilitation of the 700 trucks used for house-to-house routes. Other plans are to re-package Hathaway products and to develop a scientific method for standardizing and controlling the quality of its baked foods.

In its financial statement released to date Hathaway reports net sales for 1956 of \$18,885,301 compared with \$22,731,973 in 1955. A net loss for the year of \$1,148,130 was attributed to heavy losses sustained at the Brighton, Brockton and Providence plants. vidence plants.

The statement for 1956 reported an operating profit for the Hathaway

HERE'S CHANCE TO LEARN A TRADE

MIAMI, FLA.—Here's a bit of advice from down South: Learn to be a baker, or at least get some of the rudimentary principles by attending the Evening Trade Extension Division of the Lindsey Hopkins Vocational School, a part of the public school system of Miami, and enrolling in the class in commercial baker. ing in the class in commercial bak-ing. The class will be conducted from 7 to 10 p.m. on Tuesday and Thursday evenings for a total of 72 hours.
There is a \$1 registration fee and a \$5 shop fee.

plants at Springfield, Mass., Utica, Syracuse and Rochester, N.Y., and Youngstown, Ohio.

Youngstown, Ohio.

Current assets at the end of 1956 were listed at \$2,479,211 in excess of current liabilities, compared with an excess of \$1,862,595 at the end of 1955. Inventories of materials and supplies were \$520,108 at the end of 1956, compared with \$775,328 at the end of 1955.

Bakers' Institute **Publishes Booklet** On Enriched Bread

CHICAGO—A new review of the background and particulars of enrich-ed bread is available in booklet form for easy reference. The 12-page, 3,250-word booklet, "Enriched Bread," has been published by the consumer service department of the American Institute of Baking.

Material in the booklet includes a variety of related facts, such as a typical formula for enriched bread and a comparison of human and rat requirements for eight amino acids (protein constituents) with the ratio among these elements in enriched bread. Charts, diagrams, and a map (showing the 27 states in which enrichment is mandatory) are used to illustrate the text.

The booklet begins with a concrete review both of the events that led to the adoption of bread enrichment and of its 16-year history. The next section describes each of the ingredi-ents required or permitted by the Federal Standards of Identity for Enriched Bread (on which most state enrichment legislation is based). Included are facts about flour bleaches, dough conditioners, and mold inhibitors. The AIB points out these are all subjects of thousands of inquiries from uninformed and anxious con-

A section on the nutritive value of enriched bread gives not only the amounts of each nutrient supplied by a slice of enriched bread, but also the function of each nutrient in human nutrition.

Overhaul Ideas, Philosophy, Flour Distributors Urged

By GEORGE W. POTTS The American Baker Editorial Staff

PHILADELPHIA - Flour distribu-PHILADELPHIA — Flour distribu-tion is not necessarily a "doomed in-dustry" as some are prone to describe it, but can be "a dynamic industry" with a sound, profitable future, Ellis D. English, president, Commander-Larabee Milling Co., Minneapolis, told representatives of the National Association of Flour Distributors at Association of Flour Distributors at the 38th annual convention of the group held here April 28-30.

In a straight-from-the-shoulder presentation outlining the problems of both the miller and the distributor, Mr. English pointed to the need for "overhauling of ideas, philosophy and even ideals" in some cases, on both sides of the ledger, and indicated that "a good distributor is in greater de-mand today than ever before."

Mr. English noted that as numbers become smaller and individuals become fewer, quality of representatives becomes more important, and this fact will become even more accentuated in the years ahead.

In a searching discussion of the millers' problems, the distributors' problems, and possible solutions, Mr. problems, and possible solutions, Mr. English stated that millers are "fighting the battle of obsolescence" in methods, organization, business philosophies and ideas. He called on the millers to "overhaul their business philosophy," admitting that it would require "a vast amount of dollars and time," but would be necessary for survival survival.

Mr. English called for concerted effort on the part of millers in research, particularly in the field of "human understanding" wherein they could learn more about the needs and desires of customers, brokers, jobbers and salesmen.

Indicating that "we gain a lot from sitting down and talking over our mutual problems," Mr. English coun-selled the distributors to try to understand the millers' problems. Here he alluded to what he described as "hysterical selling" and strongly stressed the problems and fallacies involved.

In the address, Mr. English referred to bulk flour handling, and recom-mended that a seminar be scheduled for next year's meeting with invitations to top level representatives of distribution, transportation and selling. We will have to live with this development and should learn something about it, he declared.

The subject of bulk flour handling had previously been covered by D. K. Banks, Fuller Co., Catasauqua, Pa., who indicated that many problems involved would be alleviated in 1958 with a push on production of bulk flour equipment. He outlined the problems of bulk handling and methods in use today.

An open discussion of the subject, encouraging observations from the floor, took on a "study from cloud 14" approach which indicated that the future pattern might bring mills in the population centers servicing accounts locally, that eventually flour would be pumped in as needed to all bakers and that all bakers would eventually embrace bulk handling of

flour or go out of business.

In the discussion it was pointed out that, contrary to some opinion, the new type hopper cars were working most satisfactorily in the bulk opera-

In an address titled "Sanitation-A Must in Food Distribution," Robert C. Stanfill, chief of the Philadelphia district, Food & Drug Administration, U.S. Department of Health, Education & Welfare, stated that "the provision in the law that prohibits the manufacture, packing, or storage of food under insanitary con-ditions whereby it may become con-taminated with filth has stimulated food sanitation programs by individuals, companies, and associations in

"For example, there are 'clean grain' programs currently in progress. The milling industry has sponsored effective sanitation programs which corrected many of the lax conditions formerly existing in some portions of industry. National, state and local bakers' organizations have done commendable clean-up jobs and have made good sanitation a way of life."

Mr. Stanfill further commended

members of trade associations who have sponsored constructive programs designed to improve or insure sanitation in raw materials, in processing,

(Continued on page 15)

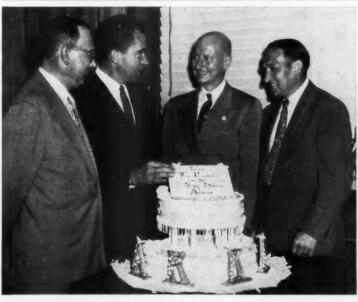
ABA HOUSE BRANCH RENAMED

CHICAGO - The members of the House-to-House Branch of the American Bakers Assn. voted to change the name of their branch from House-to-House to Home Service.

By a mail ballot, the members de-cided in favor of the new designation,

which was suggested by Lucius O.
Hamilton, White Baking Co., Indianapolis, chairman of the branch.

"Home Service' is a much better name for our branch," Mr. Hamilton said. "It is more expressive, a truer and more accurate description of our activities and is a more dignified phrase."



RETAIL BAKERS' WEEK—The vice president of the U.S. is shown second from left above as he receives a cake in honor of National Retail Bakers Week, which closed May 4. At his left is Charles Schupp, Schupp's Bakery, Washington, D.C., president of the Associated Retail Bakers of America. At the left is August Neuland, president of the Washington Retail Bakers Assn. and at the right is Leo Saemann, vice president of the group. The presenta-tion took place at the vice president's office in the Senate Office Bldg.

Second Fleischmann Consumer Survey Gives New Data on Bakery Purchases

NEW YORK-New data on baked foods purchasers gleaned from its second consumer panel report have been released by the Fleischmann Division of Standard Brands, Inc. This new survey continues last year's the Fleischmann

report based on investigations for the month of March, 1955.

Considerable new data that was not available in the 1955 survey has been made a part of the report covering the month of March, 1956. Although some products have advanced or declined in consumer preference, the statisticians reported that there were relatively few statistically significant changes in the figures between March, 1955 and March, 1956. For this reason, the new Fleischmann report covers only the data that was not available in last year's report. The survey is thus an adjunct that report and may be used in conjunction with it with complete validity in estimating consumer pref-

"Copies of the 1955 report are still available in printed form from the Fleischmann Division of Standard Brands, Inc., as are this year's statistics," it has been announced.

The Fleischmann report is intended to give the baking industry general background information consumer purchases to help the baker supplement specific data covering his own phase of the industry.

Market Planning Guide

It is also expected to be a guide for lines of investigation within a company which may suggest revisions in market plans, and may serve a check to determine whether products or sales practices are meeting current market conditions.

Day by day purchases of all baked foods by a group of 3,000 families representative of the U.S. as a whole during the month of March, are summarized in the report on re-gional and on national bases. The consumer panel service of J. Walter Thompson Co. participated in the study. The families in the panel were selected to match latest U.S. figures in terms of education, city size, region of the country, size of family, age and economic status. For the regional breakdown figures, nine geographical regions were designated according to the accompanying map.

The consumer survey was broken down into general classifications covpurchases of all baked foods for the month, bread purchases, frankfurter and hamburger rolls, and other rolls; cake, sweet goods, doughnuts and pie. The average family of the U.S. in March, 1956 spent \$5.39 for all baked foods. This compares with \$5.14 for a "total purchase" category in last year's survey. Of this amount, \$2.94 was for the purchased based on the survey. chase of bread; other categories were: Rolls 57¢, sweet goods 64¢, doughnuts 34¢, cake 48¢, pie 28¢, and pastry 14¢.

The Fleischmann report also indicated monthly expenditures by region for each type of baked foods. For the amount spent for all baked foods by region, the New England and Middle Atlantic, East North Central and Pacific were above the national average of \$5.39. The region spending the largest amount was the Middle Atlantic area including New York, Pennsylvania and New Jersey—this group spent \$6.95 for all baked foods for the month.

Table 1 shows how much was spent for all baked foods by type of outlet in percent of total dollars. A comparison of 1955 and 1956 approximate figures shows a slight increase home service bakery purchases, and a decrease in independent gro-cery purchases, reflecting an increase in independent supermarket pur-chases probably due to changes in the general classification of the gro-

Store Definitions

For the purposes of the study, the housewife decided for herself the type of outlet at which the baked foods were purchased, with the exception of the technical definition of chain grocery and independent gro-

In this case the housewife named the store and J. Walter Thompson Co. classified the outlet.

A chain grocery was designated as an outlet of 11 or more stores. An independent grocery was defined as including small grocery stores. The housewife decided whether the outwas a supermarket or a grocery for the classification of independent supermarket and independent gro-

No distinction was made in the case of the retail bakery, which included single and multiple unit shops. The "others" outlet included restaurants, doughnut shops, and irregular sources such as gasoline stations, news and candy stores, church bazaars, Girl Scouts, etc., where baked foods may have been purchased.

The percentage of total dollars spent for all baked foods by day of week confirms the baking industry's supposition that Friday and Saturday are the heaviest shopping days of the

outlet with 10 or less stores,

week. The following table illustrates

FLEISCHMANN'S CONSUMER PANEL REPORT REGIONS

Monday				0						12.9%
Tuesday		0	0				٠		٠	12.0%
Wednesd	a	y								13.1%
Thursday						۰	۰			12.7%
Friday .					٠					19.2%
Saturday										25.9%
Sunday										

In regard to the purchases of the Fleischmann survey showed that the average monthly purchase of bread per family was 243 oz. for the nation as a whole, with again the Pacific, East North Central, Middle Atlantic and New England areas being above average. From that average 243 ounces, the number of ounces varied drastically when classified by the division "what family groups buy the most bread?" Younger couples with no children or only one child were well below the average with 189 oz. Two children and one or two adults went up to 275 oz. and three or more children pushed the purchases up to 410 oz. A classification covering three or more adults and no children or one child dropped back to 251 oz. and older couples with no children or one child were last with 158 oz.

Of the total bread purchased, the white bread varieties accounted for a total of 64.7% of the bread dollar, compared with 35.3% for variety bread. As far as total ounces of bread purchased are concerned, total white accounted for 68.7% and variety 31.3%.

It was noted by the survey that the more children in the family, the less variety bread consumed. In total ounces, white bread accounted for 68.7% and variety 31.3%, but when three or more children were in one family the percentage of white went up to 77.1% and for variety down to

percent of families buying each type of bread is shown in Table 2; it discloses that the "regular white" variety of bread still accounts for 81.9% all bread purchased.

The consumer panel test also disclosed that in the U.S. 14.5% of families purchased no white bread. The regional percentages for those nonbuyers of white bread range from 9.6 in the East South Central to 25.3 in the Mountain area.

The survey also includes statistics on "outlet loyalty," which discloses that 19% of families buy white bread at chain grocery outlets, 8.1% buy at house to house trucks exclusively, 8.1% at the independent supermar-ket, 17.5% at the independent gro-cery, 0.6% at a delicatessen, and 3.3% at a retail bakery. Analyses of the purchases and prices of bread in various outlets and regions are also given, as well as a comparison of bread purchasers in relation to the U.S. census population breakdown. For instance, there are 31.9% women in the population; they buy 70.8% of the white bread.

Of the amount spent per family per month for frankfurter and hamburger rolls, the 24¢ spent by residents of the East North Central area

HOW MUCH WAS SPENT FOR ALL BAKED FOODS BY OUTLET

	Percent 1955	of	Total	Dollars 1956
Chain Grocery	27.4			27.9
Independent Supermarket.	4.1			12.8
Independent Grocery	28.8			21.0
Retail Bakery	23.0			21.9
House-to-House	11.9			12.4
Delicatessen	1.8			1.7
All Others	3.0			2.3

TABLE 1

TABLE 2 PREFERENCE OF FAMILIES BUYING EACH TYPE OF BREAD-

Variety—	Position Total U.S.	Position 2 Adults 2 Children	Position 2 Adults 3 or More Children
Regular White .	. 1	1	1
Rye	. 2	2	2
Whole Wheat .	. 3	3	3
Hearth	. 4	6	4
Diet	. 5	4	6
Raisin		5	5
Firm White	. 7	7	7
Cracked Wheat	. 8	8	9
Pumpernickel	. 9	9	8

BY FAMILY COMPOSITION

PERCENT OF FAMILIES BUYING EACH TYPE OF BREAD AND PERCENT OF TOTAL OUNCES PURCHASED

	% Family		% of	
Total U.S.—	Buying		Ounces	
All Types	98.5%		100 %	
Regular White	81.9		65.1	
Firm White	11.7		3.7	
Total White	85.5	10.	68.7	
Rye	28.3		5.8	
Hearth	17.0		2.8	
Whole Wheat	22.2		5.3	
Cracked Wheat	10.3		1.9	
Other Wheat	5.7		1.2	
Pumpernickel	7.0		0.9	
Raisin	13.6		1.5	
Diet	14.9		3.1	
All Others	32.0		8.8	
Total Variety	72.6		31.3	

brings the U.S. average up to 16¢ per month. All other areas are below or equal to that average. The East North Central also leads in the percentage of families buying the rolls with 37.7% compared to a national average of 29.9%. In city size classi-

and hamburger rolls, with both those income groups buying more than the national average and the lower mid- $\,$ are purchased at an independent supermarket or grocery and 10.4% at a retail bakery. dle and low groups buying considerably less than the national average. 38.4% of these buns and rolls are bought at a chain grocery, 45%

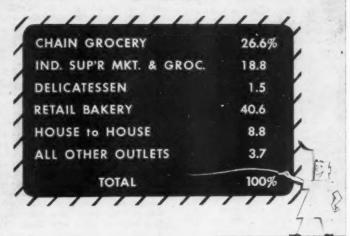
The Fleischmann report also includes a tabulation on soft roll sales which do not include frankfurter

(Continued on page 49)

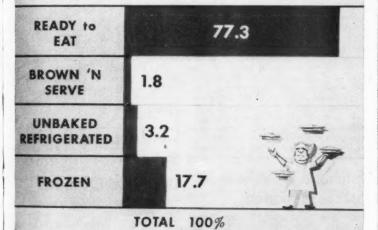
AMOUNT SPENT FOR ALL BAKED FOODS PER FAMILY PER MONTH



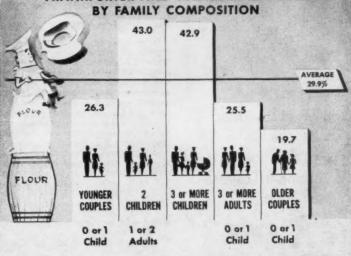
PER CENT OF DOLLARS SPENT FOR CAKE BY OUTLET



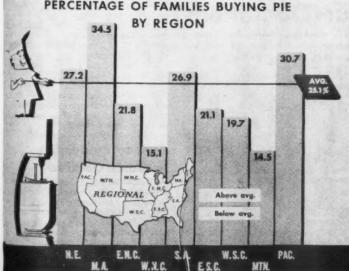
PERCENTAGE OF DOLLARS SPENT FOR FRUIT PIE - BY PREPARATION



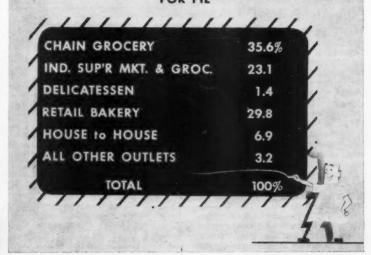
PERCENTAGE OF FAMILIES BUYING FRANKFURTER AND HAMBURGER ROLLS



PERCENTAGE OF FAMILIES BUYING PIE



OUTLET PERCENTAGES OF DOLLARS SPENT FOR PIE



, 1957

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31.9% ney buy family nd ham-by resi-ral area

Flour Market

Wheat Prices Drop Sharply

By K. W. WAKERSHAUSER American Baker Editorial Staff

Wheat futures declined during April and early May because of the annual uncertainty, as the end of the crop year approaches, about the size the carryover, export totals, and the quantity and quality of the crop coming to market. Flour prices, on the other hand, fluctuated within a fairly narrow range, ending the month steady to 2¢ higher as mills attempted to offset a weaker millfeed market.

The situation was typical of the usual effort of prices to adjust to new crop values. The only flour buying of any consequence between April 9 and May 6 was in the spring wheat 9 and May 6 was in the spring wheat mills area where a small amount of fill-in buying for 30-day shipment April 25 was the highlight of the pe-riod. Even with this, flour sales in most areas slipped to the lowest fig-ure of the season. Most buyers are booked to the end of the crop year. This added to April preoccupation with religious holidays kept buyers busy elsewhere.

Minneapolis futures dropped 7 to 8¢ between April 9 and May 6. The dip was steady with the exception of mild rallies April 26 and May 2. At Chicago the decline amounted to to 7¢, halted momentarily by a rally April 24. Hard winter prices at Kansas City dropped 6¢ for the month, pushed steadily downward by persistent reports of an improved wheat crop.

Millfeed prices at all major markets fell \$3 to \$4 for the month as regular spring business failed to develop in any large quantity. As consequence, mills were reluctant to let down nominal flour quotations, even in the face of wheat declines.

Government Lowers Wheat Prices

Considerably more bearishness was brought into the picture late in April when the Commodity Credit Corp., apparently desirous of clearing out storage areas prior to the forthcoming harvest, cut the selling price of its hard winter wheat 2%¢ bu. at Atlantic ports and 15¢ at Gulf ports.

Winter Wheat Crop Estimate Raised

With the drouth broken in the Southwest estimates of the size of the hard winter wheat crop rose steadily during the month of April and the first week in May. The early spring figure of 625 million bushels was increased to 669 million bushels, and some in the trade ventured the opinion that it should go higher. At 669 million bushels the harvest would be the lowest since 1947, or 23% less than a year ago, and 6% below average.

As April closed, there was some fear that the steady moisture would become a damaging factor, particularly as a soil mosaic, or black stem rust, began to develop in some parts of the Southwest. But the moisture continued to exert downward pressure on prices, and hard winter wheat futures declined steadily throughout April. The declines occurred on top of earlier dips, bringing the total drop in Kansas City futures to 11@ 14¢ between March 1 and the end of the first week in May.

Rye Import Quota Causes Concern

Rye prices labored under considerable bearish pressure during the period, principally from uncertainty about how much Canadian rye will be permitted into the U.S. next crop The situation caused concern viewed from any direction. If the federal committee responsible for fixing import quotas meets before June 1 and sets a figure it will probably be about the same as this year, which is bearish because the figure is somewhat more than three million bushels. But if the committee simply fails to set a quota, it will mean any a mount of Canadian rye can be brought in, which is even depressing to the trade. As a result, rye prices some places were 20¢ off the first week in May.

Spring Wheat Acreage Down

It is generally agreed that the acreage of spring wheat now going into the ground will be approximately 20% less than in 1956, and that the yield next fall will be down a corresponding amount, or at 175 to 177 million bushels, compared with 222,605,000 bu. harvested last fall. The main reason, of course, is the withdrawal of several million bushels into the Soil Bank program. Another comes from farmers themselves, as they announce plans to convert wheat acreage to barley, flax and other grains throughout the Dakotas, Minnesota and Montana. Farwest in Oregon, Washington and Idaho, farmers plan to cut their acreages of spring wheat 13 to 20%, and they say the conversion will be to approximately 66,000 additional acres of barley.

Looking at it another way: The

year amounted to 11,801,000 acres. If the 1957 acreage is down 20% it will cut the acreage harvested next fall to little more than 9,440,800 acres-7 million acres less than the 10-year average.

Seeding Delay Not Serious

Seeding over the spring wheat area ranged from on time to two weeks late because of cold, weather over much of the region the second and third weeks in April. But warmer weather moved in the latter part of the month, and seeding now ranges from 50% to 100% completed. The delay was not considered serious. The subsoil moisture condition is good except for a few areas in southwestern North Dakota which were struck by drouth last year. Generally, the wheat carryover is below normal in the spring wheat states.

Price Support at 75% of Parity

With announcement April 19 by Ezra Taft Benson, secretary of agriculture, that the 1958 support price on wheat would be lowered 22¢-to on wheat would be lowered 22¢—to 75% of parity—the decline in futures prices was accelerated. The decision puts the 1958 support price at \$1.78, the minimum permitted by law, and is generating considerable argument in some trade circles. The 75% figure must be voted upon by growers June 20. It is believed that the lower figure will discourage additional production of wheat, and that farmers will use the opportunity to increase the amount of land placed in the Soil Bank.

Estimates of Wheat Stocks Reported

On a national scale, wheat stocks on hand April 1 amounted to 1,188 million bushels in store in various

date last year. Estimates of the carryover expected July 1 range from 900 to 960 million bushels, which is somewhat less than the 1,034 million bushels carried over last year.

Export Clearances Continue to Climb

positions, or the third largest on record as of the same date, although below the figure of the past two

years. Because of heavy exports the figure for wheat on hand is down 134 million bushels from the same

Crop year export clearances May 1 amounted to almost 430 million bushels, with indications that the figure is likely to climb close to 475 million bushels by July 1. Export buying in April, particularly by Yugoslavia, exerted some bullish influence on the markets but failed to halt the steady decline in prices. Yugoslavia purchased approximately 9,000,000 bu. in April. Other buyers were Greece, Turkey, Israel and, on the West Coast, Japan and Korea.

General Baking Records Rise In Profits

NEW YORK-George L. Morrison, chairman of board of General Baking Co., has announced that the net profit of the company for the 13-week period ended March 30, 1957 (after federal income taxes of \$524, 283), amounted to \$532,517 equal to 23.3¢ a common share after meeting preferred dividend requirements. This compares with net profit for the corresponding period 1956 (after fedincome taxes of \$239,323) of \$345,105 or 11.4¢ a common share.

Mr. Morrison attributed the increased earnings to a combination of factors among which was the expansion of the company's marketing territories to the West Coast.

Continental Baking Sales, Net Income **Up First Quarter**

NEW YORK-Dollar sales for the first quarter of 1957 amounted to \$73,641,148 as compared with sales for the corresponding quarter of 1956 of \$65,782,830, an increase of 11.95%, announces the Continental Baking Co. in a report signed by R. Newton Laughlin, president.

Bread, cake and sweet goods sales during the first quarter this year increased 12.16% over similar sales during the first quarter last year.

The net income for the first quarter this year was \$1,581,899 compared with \$1,341,013 for the same period last year. The net income per share of common stock rose from 78¢ last year to 94¢ in the first 13 weeks this BREAD IS THE STAFF OF LIFE-

Airslide Production Schedule Outlined

CHICAGO-With more than 3,000 Airslide cars in service or on order, General American Transportation Corp. announces that the fifth production run of Airslide cars, comprising 657 units, is being delivered from its East Chicago, Ind., shops. Approximately 1,200 Airslide cars have been booked to date for the sixth run scheduled for Jan. 1, 1958.

Summary of Flour Quotations

delivery:	Chicago	Minneapolis	Kans. City	\$St. Louis	Buffalo
Spring top patent Spring high gluten Spring standard Spring standard Spring straight Spring first clear Hard winter short	5.80@6.30 @ 5.70@6.20 5.45@5.95 5.70@6.10	6.35@6.45 5.90@6.00 5.80@5.90	@ @ @ @ 5.65@5.70	@ @6.35 @6.25 @6.10 @6.00	7.08@7.23 6.63@6.71 6.58@6.61 @6.53 6.22@6.24 6.62@6.81
Hard winter standard Hard winter first clear Soft winter short patent Soft winter standard Soft winter straight Soft winter first clear Rye flour, white Rye flour, dark	5.60@6.00 5.28@5.80 @ @ @ 4.81@4.89 4.06@4.14	4.50@4.52 3.75@3.77	5.55@5.60 4.55@4.95 @ @	@5.85 @5.20 @ @5.60 @5.30 @5.16 @4.61	6.52@6.6 @6.3 7.43@7.7 7.03@7.0 5.98@6.0 5.63@5.6 5.44@5.5 4.69@4.8
	New York	Phila.	Boston	Pittsburgh	*New Orl
Spring high gluten Spring short Spring standard Spring first clear Hard winter short Hard winter standard	7.14@7.24 6.69@6.79 6.59@6.69 6.10@6.40 6.49@6.59 6.34@6.44	7.00@7.10 6.50@6.60 6.45@6.55 6.30@6.40 6.40@6.45 6.30@6.35	7.13@7.23 6.68@6.78 6.58@6.68 6.12@6.42 6.51@6.61 6.36@6.46	6.95@7.16 6.45@6.71 6.35@6.61 6.04@6.60 6.43@6.53 6.28@6.43	6.85@6.81 6.30@6.51 6.10@6.31 5.60@5.91 5.95@6.10 5.80@5.91 5.25@5.51

*100-lb. papers. †100-lb. export cottons, f.a.s. Montreal. **For delivery between Ft. William and British Columbia boundary. \$Bakery wheat flour in 100-lb. papers. 1957

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OVERHAUL IDEAS

(Continued from page 11)

and in storing cereal grain products and baked foods. "Such efforts are beneficial to your industry, your customers, and to the regulatory agencies," he noted.

Touching on the cost of good sanitation, Mr. Stanfill stated that "there is a great deal of discussion in industry about the cost of sanitation. I personally think it is less expensive to run a sanitary food establishment than an insanitary one. Poor sanitation is inefficient and inefficiency is costly."

In this connection he cited the case of one flour and feed dealer who com-plained about the cost of a seizure of flour contaminated by vermin migrating from feed in the same poorly constructed building. "He spent \$350 rodent proofing a flour storage room which could be easily and inexpensively fumigated. He was happy, however the leaven ever, after learning he no longer lost an average of \$75 a month on rodentdamaged flour," Mr. Stanfill pointed

"How good a job are American food processing plants doing insofar as sanitation is concerned? Very good in most plants—and getting better all the time," the FDA official con-

A resolution adopted at the meeting called upon all millers to abandon "blitz" tactics in flour selling. The resolution read: "Whereas, periodical-ly the milling industry reduces prices without regard to the economies involved; whereas flour buyers have lost faith in the best market advice lost faith in the best market advice their brokers and jobbers can offer; whereas this disrupts the normal course of distribution, working a hardship on both buyer and distribu-tor: Be it resolved that the NAFD ask millers, both individually and collectively, to abandon their uneconomic sales policies as reflected in the

Stock Market

THE NEW YORK STOCK EXCHANGE Quotations on baking, milling and allied stacks listed on the New York Stock Ex-

Apr. May

	19	57	1957	1957
	High	Low	Close	Close
Am. Bakeries Co	3614	35%	361/4	3556
Cont. Baking Co	33%	33	3334	338/1
Pfd. \$5.50	10314	10334		1031/2
Corn Pr. Ref. Co	311/2	31	311/2	311/4
Pfd. 87	161			161
Std. Brands, Inc		397/8		415%
Gen. Baking Co	93/4			91/2
Sunshine Bisc., Inc.	72%	7136		713/4
Un. Bisc. of Am	285%	281/2	2856	281/2
Ward Baking Co	1234			
Pfd. \$5.50	921/4	921/4		921/4
Stocks not traded	1:			
			Bid	Asked
Merek & Co., \$3.50	Pfd.		8.8	85
Placer, Chas., Pfd.		1	96	98
Pillsbury Mills, Inc.	., \$4	Pfd.	921/2	941/2
8td. Brands, Inc., \$4	1.50 Pf	d '	79	80
United Biscuit of	Americ	a,		
Pfd. \$4.50		1	981/2	101
THE AMERICAN	STO	K EX	CHA	NGE

Quotations on baking, milling and allied

hange:	e Am	erican	Stock	Ex-
				May 3,
	19	57-	1957	1957
		Low		
Barry Biscuit Corp. Bathaway Bak.,	57%	5%	53%	576
lac., "A"	376	3%	376	3%
Corp. of N. Y., Pfd. \$8				
A10. 93	1081/2	108		1081/2
omar, Inc	141/6	14%		141/6
Stocks not traded			Bid .	Asked
Gr. A&P Tea Co., & Horn & Hardart C	S Pfd.	15	85	129%
of New York		2	281/4	28%
		1	99%	101
"agner Haking Co.			A	43/
Wagner Baking Co.	, Pfd.	1	00	104



Howard G. Baier

DISTRICT MANAGER — Howard G. Baler, formerly territory salesman for the bakery products division of Pillsbury Mills, Inc., has been promoted to the position of manager of the Pittsburgh district of the com-pany. Mr. Baier takes over the re-sponsibilities of J. L. Everhart who has left the company. Mr. Baier owned and managed his own bakeshop for six years and served in the U.S. Army for five years before joining Pillsbury in 1952.

so-called 'blitzes.' We seek correction equally for their sake and ours." Robert F. Schoedler was reelected president of the association at the annual business session. J. Ross Myers III, Baltimore, was reelected first vice president; John Crumbing, Wm. Penn Flour Co., Philadelphia, was named second vice president, and Philip W. Orth, Milwaukee, was reappointed secretary-treasurer.

Herbert H. Lang was named chair-man of the board at the directors' meeting following the convention. Directors at large appointed at this session are W. P. Tanner, Tanner-Evans-Siney Corp., New York; James Affleck, Wm. Penn Flour Co., Philadelphia, and Frank Herbert, Johnson-Herbert & Co., Chicago.

BREAD IS THE STAFF OF LIFE-

TONNAGE DOWN

CALIFORNIA - March shipments of California raisins to the trade in the U.S. and Canada totaled 10,008 tons, 347 tons less than March shipments a year ago. Season-to-date shipments total 102,245 tons for all snipments total 102,245 tons for an varieties, only 1,674 tons less than the totals for the same period last year. Last season was the industry's most successful for domestic shipments in many years. These figures were re-leased by Gerald W. Jones, manager of the California Raisin Advisory Board, from statistics published by the Raisin Administrative Committee. An analysis of shipping statistics for the period shows the March totals this year exceed the post World War II totals by 1,643 tons.

READ IS THE STAFF OF LIFE

JOINS CONSULTANTS

MINNEAPOLIS — George N. Williams, for the past 14 years director of industrial relations for the Minne-sota and Ontario Paper Co., became executive president of Alden Elstrom Associates, management consultants effective Jan. 1. Ernest L. Holmquist, who has been with Elstrom Associates five years, has been elected vice president in charge of industrial engineer-

Mostly Personal ...

Milton B. Kihlstrum, executive vice President of The Miller Publishing Co., published of The American Baker, is in Northwestern Hospital, Minneapolis, recovering from a hip fracture received as a result of a fall while on vacation in the Virgin Islands with his wife. The accident occurred on St. Thomas Island April 13, and after a stay in the hospital there he returned to Minneapolis by air April 16.

Ray J. Mulligan has joined the Burry Biscuit Corp., Elizabeth, N.J., as Mid-Atlantic Division manager, it has been announced by Vincent J. Kirby, sales and advertising manager. Mr. Mulligan, formerly a district sales manager for the Minute Maid Corp., will be responsible for food store sales in the Philadelphia, Washington, Baltimore, Wilmington, Scranton and Wilkes-Barre area.

Gordon H. Ritz, son of Charles Ritz, chairman of the board of International Milling Co., will head a new branch advertising sales office being opened by Time magazine in Minneapolis. He has been with Time's sales staff in St.

R. S. Hjelmseth, manager and vice president of the Russell-Miller Mill-ing Co.'s Dallas mill, is reported progressing satisfactorily after being hospitalized April 7 following a heart

Philip W. Pillsbury, chairman of the board of Pillsbury Mills, Inc., was reelected a member of the National Industrial Conference Board at a meeting of the group in New York. The board is a nonprofit institution for business and industrial research.

H. W. Zinsmaster, president, Zinsmaster Bread Co., Duluth, Minn., was reelected to the board of directors of Gamble-Skogmo, Inc., Minne-

George S. Pillsbury, vice president, Pillsbury Mills, Inc., is recovering from surgery on one of his knees.

Dayton Bakery Installs Bulk Unit

DAYTON, OHIO — The Dayton Bread Co. held an "open house" recently at their Miami Maid bakery in Dayton in connection with the installation of bulk flour handling equipment there.

On hand for the first delivery of bulk flour to the bakery, in addition to executives and personnel of Dayton Bread Co., were representatives of International Milling Co., whose bulk flour engineers designed and su-pervised the complete installation; officials of the Fuller Co., and General American Transportation Corp., whose patented "Air-slide" car made the delivery; and several other equipment manufacturers, all of whom aided in the installation.

Starting in 1927 with 50 employees, Miami Maid now has aver 200 people on its payroll. Miami Maid is the largest independent bakery in Miami Valley, located in an area bounded by Sidney, Hamilton, Springfield and Eaton, Ohio. The bakery operates 60 routes in its trading area selling approximately 80 different kinds of bakery products, chief of which is Miami Maid Better Bread. Miami's bulk flour installation, the

latest step in a \$700,000 program of modernization and automation, is one of very few in Ohio. It features completely automatic unloading and in-plant handling of bulk flour through an integration of mechanically and pneumatically operated conveyor systems, and has a total storage canacity of 200,000 lb. bulk flour. A combination mechanical-pneumatic unloads the railway car and delivers flour from the car to storage bins at the rate of 30,000 lb. an hour. A bulk railway car can be unloaded in approximately three hours. Flour is withdrawn from storage and moved via screw feeders and pneumatic conveyors to sifters and scale hoppers at the rate of 800 lb. a minute, or 48,000 lb. an hour.
Mixer-operators control the flow of

flour from the bin by push buttons. Scale-hoppers, above each of the mixers, are automatically filled with the proper blend of flours at the "touch of a button." Almost simultaneously, the system clears itself and shuts off, ready to receive more flour from the

ready to receive more nour from the storage bins—all automatically.

Concerning the new installation and management's outlook for the future, Mr. Weisbrod said: "We are a locally owned bakery. To continue successfully we must expand—and automation is the key to expandiant. tomation is the key to expansion. Miami Maid bakery is constantly striving to improve its products through new, modern methods." READ IS THE STAFF OF LIFE-



BAKERS WEEK - Paul S. Gerot, president, Pillsbury Mills, Inc., gave strong support to National Retail Bakers Week April 30 when he appeared, in film, on the CBS-TV Art Linkletter Houseparty. Mr. Gerot urged the audience of more than seven million viewers to be sure to visit their neighborhood bakers dur-ing National Retail Bakers Week and called attention to the year round goodness of the fine foods produced by America's bakers.

LAUNCH CAMPAIGN

The Gordon Bread Co., Los Angeles, breads, has launched a \$300,000 a year advertising campaign and has named McCann Erickson Co., Inc., to direct the campaign, effective June 10. Gordon now is using Sunday sup-10. Gordon now is using Sunday sup-plements, bench advertising, newspa-pers and grocery trade papers. New campaign plans, although not yet formulated, are expected to extend advertising to other media. The com-pany's previous agency was Philip S. Boone & Associates, San Francisco, which directs advertising for Quality which directs advertising for Quality Bakeries of America.

Reports From the Trade .

New Jersey Group Schedules Outing For June 3

NEW BRUNSWICK, N. J. - The first annual New Jersey Retail Bakers Day to be sponsored by the New Jersey Bakers Board of Trade, and others, will be held June 3 at the Forsgate Country Club, Jamesburg. The outing will be arranged in cooperation with several divisions of the organization, and invitations are being extended to all bakers and allied tradesmen in the adjoining states of New York and Pennsylvania.

The emphasis will be on recreation, and no speeches or board of trade business is being planned for that day, according to Michael Herzog, executive secretary.

Activities of the day will include softball, bakers versus the allieds, horseshoe pitching, golf, putting contests, a guided tour of the Forsgate Farms and lunch and dinner at the country club.

The outing will be sponsored in co-operation with the following divisions: Essex, Hudson County, North Central Jersey, North Jersey, South Jersey, Mercer County, and New Jer-Div. No. 9, Allied Trades of the Baking Industry.

Joseph Gratzel, Gratzel's Bakery, Teaneck, is general chairman. Mark Shackleton, Standard Brands, Inc., is co-chairman. In charge of committees are the following: Anthony Pedecini, Anheuser-Busch, Inc.; Elton Vineburg, Jo-Lowe Corp.; Arthur Scott, Scottie's Bakery; Adrien Benjamin, J. Sauseville Co.; William Steifel II, Wesson Oil and Snowdrift Sales Co.; Douma, Standard Brands, Inc.; Walter Meier, Meier's Bakery; Richard Methven, New Jersey Bakers Board of Trade, Michael Herzog, Standard Brands, Inc., and Paul Tuerff, National Yeast Co.

Admittance is by reservation and tickets may be ordered from any of the area captains: Mr. Tuerff, 6 Day St., Bloomfield; Carl Greus, 103 Lil-lie St., Newark; Sig Blaschke, 4301 Bergen Turnpike, North Bergen; Hubert Berchem, 220 Broadway, West-field; Mr. Gratzel, 474 Cedar Lane, Teaneck; Mr. Steiffel, 1025 N. 31st St., Camden; Joseph Pisanko, 601 Lamberton St., Trenton, or Martin Cullin, 1061 Anderson Ave., Pali-

Production Club Has Program About Pans

PITTSBURGH - L. E. Foreman, Aluminum Cooking Utensil Co., and Ed. Swain, Grady's Bakery, New presented a program Kensington, titled "Modern Thinking About Pans" for the April meeting of the Greater Pittsburgh Production Men's Club at the Roosevelt Hotel here. They ac-companied their presentation with a display of baked foods and pans.

Ed. Hayner, Hayner Bakery; Her-Wothe and George Hazlett, Grady's Bakery; Robert Esterberg, Kraft Foods Co., and James Eiker, Wesson Oil & Snowdrift Sales Co., were welcomed as new members.
Paul Hornung, Hornung Bakery,

Steubenville, Ohio, presided.

Directors Named To ARBA Board

NEW ORLEANS - The board of directors of the Associated Retail Bakers of America, in a meeting following the 39th annual convention here, named several directors to serve one-year terms in accordance with ARBA bylaws.

They were Jack Neldam, Neldam's Danish Bakery, Oakland, Cal.; John Selig, Holiday Bakers, Inc., Freeport, L.I., New York, and Frank Hall, Eberhardt's Logan Pastry Shop, Philadelphia. Retiring president Walter Schuchardt will also serve for one year, or until the current president-elect is replaced with a

At the same meeting President Schupp appealed for the earnest cooperation of all of the officers and directors and announced the following committee appointments: Membership chairman: bakers—William F. Thie, Virginia Bakery, Cincinnati, Ohio; allied associates—R. F. Dun-kelberger, Bergman's Bakery, Mill-

vale, Pa.; research and merchandis-ing—Paul M. Baker, Jenny Lee Bak-ery, McKees Rocks, Pa.; Walter R. Schuchardt, Lake Forest Pastry Shop, St. Louis, Mo.; national retail bakers week for 1958—Gordon Nash, Priscilla Bakery, St. Bernard, Ohio; budget-L. Carroll Cole, Cole Bakeries, Muskegon, Mich.; treasurer, William F. Thie, Virginia Bakery, Cincinnati; youth unit-Gerald Velzen, Community Bakery, Grand Rapids, Mich.; steering committee-Bern a r d Bowling, chairman, Plehn's Bakery, Louisville, Ky.; allied advis-ory committee — reappointed as follows: W. P. Martin, chairman, Wesson Oil & Snowdrift Sales Co., Chicago; Frank Morris, Russell-Miller Milling Co., Minneapolis; Harry W. Green, Standard Brands, Inc., New Green, Standard Brands, Inc., New York; George Seidel, Ad Seidel & Son, Inc., Chicago; J. C. Montgom-ery, Columbus Show Case Co., West Fifth Ave., Columbus, Ohio, and James Fay, Champion Machinery Co., Joliet, Ill.

New Board Elected By Bakers Group Of New England

BOSTON - The reorganized New England Bakers Assn. has elected a new executive board, including Carl W. Swanson, president of the Worcester Baking Co., Worcester, Mass.,

William F. Goodale, Jr., vice president, Berwick Cake Co., Roxbury, Mass., resigned as president of NEBA and was later elected to fill the office of treasurer, replacing Seth F. A. Others named to the board were Henry J. Gorman, president, Gorman's Bakery, Inc., Central Falls, R. I.; Chester E. Borck, president, Borck & Stevens, Inc., Bridgeport, Conn.; Frank J. Mack, president, Mack Baking Co., Bangor, Maine, and John R. Nissen, president, John J. Nissen Baking Co., Worcester.

In paying tribute to Mr. Goodale and the contribution he made to the organization while president, Mr. Swanson said, "The biggest change in the association took place during Mr. Goodale's term of office. It was due to his courage and leadership that the entire reorganization was consummated, and interest among independent bakers developed to the point where it is today.'

The new executive board of governors is the outgrowth of the committee appointed last November to reorganize NEBA by-laws, to re-define its areas, representation and dues

READ IS THE STAFF OF LIFE KROGER SALES RISE

CINCINNATI, OHIO-Sales of the Kroger Co. for the fourth four-week period ended April 20, totaled \$128,-411,729, an increase of 13% over sales of \$113,874,827 for the corresponding four-week period a year ago. Cumulative sales for the first four periods of 1957 totaled \$496,060,711, a 12% increase over sales of \$441,-456,646 for the same four periods in 1956. The average number of Kroger stores in operation during the period was 1,463, compared with 1,555 during the 1956 fourth period, a decrease

Master Bakers See Cake Demonstration

PITTSBURGH - Sam Belotti, of Belotti Bakery, conducted a special program of Easter and Mothers Day cake baking, including specialties recommended as sales features, for the April meeting of the Retail Master Bakers Association of Western Pennsylvania. Mr. Belotti served as program chairman for the meeting. gave emphasis, also, to items suitable for National Retail Bakers

Also on the program were Barney Schmitzer, Pittsburgh Display Ad-vertising, Inc.; Paul M. Baker, Jennie Lee Bakery, and Earl Hehman, Anheuser-Busch, Inc.

The meeting was held at the Playhouse Restaurant and drew an at-tendance of approximately 85. Gus-tave Mantsch, Blue Bonnet Bakery,

Brookline, presided. Ernest Gysegem, Quality Bakery, Charleroi, reported that 300 bakers in the district had signed for the Cakes by Wire service.

BREAD IS THE STAFF OF LIFE

Spring Meeting

SCHENECTADY, N. Y. spring meeting of the Capital District Baker's Assn. was held at the Edison Club, Schenectady, April 29.

Robert Johnson, of Johnson's Bakery, Rochester, addressed the meeting on the merits of a strong trade association for bakers and representatives of the allied trades. Mr. Johnson is president of the New York State Association of Manufacturing Retail Bakers. Similar remarks about strong trade associations were made by Roy Hock, Bakers Mutual Insurance Co., Rochester, secretary of the New York State association, and by Charles Vogel and John Benkert, directors.

Other state directors in attendance were Paul Miklusak, Royal Bakery, Bronx, first vice president; Philip Weismantel, Weismantel Bros. Bakery, Mineola, third vice president, and Karl Stock, Stock's Bakery, Brooklyn, treasurer.

Raymond Fiske, Electrik Maid Bake Shop, Schenectady, was pro-Electrik Maid gram chairman.



International Milling Consultant Speaks To Indiana Bakers

INDIANAPOLIS -Broeg, bakery consultant for the International Milling Co., Minneapolis, conducted a bakery demonstration for members of the Indiana Bakers Assn. at Indianapolis last month, the first of the 1957 season for the Indiana group.

Mr. Broeg explained six new items being featured by International Milling, including baked foods for toast-He suggested that bakers use more color in cake icings, explaining at the same time that "the housewife is turning to colors in her selection of such appliances as refrigerators and stoves," indicating a trend that can be adapted to the sale of more baked foods.

John Elling, district manager for International Milling, welcomed members and their guests to the meeting and introduced personnel of his company.

Ferd A. Doll, secretary-manager of the Indiana association, reported on recent conventions and activities and announced that the association will sponsor a model retail bakery at the Indiana State Fair Aug. 26 to Sept. 6.

BREAD IS THE STAFF OF LIFE

Officers Installed

SACRAMENTO, CAL.—Officers of the newly organized Retail Bakers Association of Sacramento were installed recently at a dinner at the Chukkar Restaurant.

Charles Phelps, of Baker Boy Pas tries, heads the new association. Watter Grosser, of Esther's Pastry Shop is first vice president; Mrs. Charles Merrick, Merrick's Bakery, vice president; Julius Philipp, Philipp's Bakery, program chairman; Richard Heintz, Heintz Bakery, pub licity chairman, and William Snyder Standard Brands, Inc., secretary treasurer.

ADDRESSES CLUB

ST. LOUIS - George R. Jackson, president of Top-Scor Products, was the principal speaker at the April meeting of the Greater St. Louis Bakery Production Club. Mr. Jack son spoke on stabilizers and emulsi7, 1957

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Happy Birthday!

College Student Helps Indiana Bakery Increase Cake Sales 10 to 12 a Day

By SHIRLEY M. PRINCE Special Correspo

An enterprising bakery has increased its birthday cake orders 10 to creased its birthuay care orders to to
12 a day by simply taking advantage
of its location in a college town. The
Park and Shop Bakery of Bloomington, Ind., has literally converted the attendance of 12,000 students at Indiana University into business profits through the "magic" of a student-

hakery tie-up.
Three years ago, Roger Reid of South Bend, Ind., a student at the University, came up with the idea of capitalizing on students' birthdays as a means of working his way through school. He contacted Allen Peterson school. He contacted and Paul Schmoll, managers of Park and Shop Bakery, and a plan which would benefit both parties was ar-

In essence, the moneymaking idea was to send form letters to the mothwas to sellar the control of their student sons or daughters, asking them to remember their "loved ones away from home" by ordering a birthday cake. Mr. Reid's job is to take care of the "paper work" by ferretting out the students at the appropriate time, sending letters to the parents, and receiving all return cou-pon orders. Park and Shop bakes the ordered cakes and delivers them fresh

to the student on his birthday.

The letter which Mr. Reid sends to the parents emphasizes the inconvenience of trying to ship a birthday cake with all the trimmings through the mail. The first paragraph, in a direct appeal to the mother, stresses the idea that the cake from Park and Shop would be a birthday cake from home, expressing a personal message
—"the little thing that makes the
day one to be remembered."

A coupon at the bottom of the let-Mr. Reid along with a check, cash, or money order, is forwarded to the bakery to be filled. The consumer may order either a white or chocolate cake decorated with his personal message. Cakes come small, medium

CAMPUS CAKES-Roger Reid, post raduate student at Indiana University, Bloomington, Ind., assists the Park and Shop Bakery by delivering a birthday cake to Linda Hesoun, a member of Delta Zeta social sorority. Park and Shop bakes the cakes and delivers them after Mr. Reid has solicited the orders from the students'

or large and are described on the cou-pon in this manner: "The small cake serves 10 persons (or eight college students) and sells for \$2; the medium cake serves about 17 students and sells for \$3. The large cake is the fraternity and sorority special and serves 35 students. It costs \$5." On each cake order, Mr. Reid receives 10%, with the rest going to Park and Shop Bakery.

Weekends Popular

Most of the decorated cakes for local customers, the bakery has found, are requested for delivery on weekends. The student orders, on the other hand, usually are desired at the beginning or the middle of the week. This distribution keeps a more steady quantity of cakes flowing, according to Mr. Peterson, and is one of the assets in the student-bakery tie-up. Combining both student and local orders, Park and Shop bakery delivers between 35-40 cakes each weekend; of these, about 10-15 are orders gathered by Mr. Reid.

No special equipment or extra employees are needed for the extra orders. The regular birthday cake put out by Park and Shop is used. Usually customers solicited by Mr. Reid prefer the medium size cake, with the majority of the orders for chocolate rather than white.

The orders follow no particular pat-tern according to sex or class standing of the student for whom the cake is being purchased, said Mr. Reid. The one disadvantage the student has found in his business is that he must shut down during school vacations and cease his mailing a week before and a few days after vacation.

The Christmas season caused a lit-tle difficulty last year, when, because of slow mail delivery, a few return order coupons arrived in Bloomington after the students had gone home for vacation. Because the birthday was missed when the coupon failed to arrive on time, the purchaser's money was returned.

Mr. Reid does no advertising in newspapers or the telephone book. He obtains the names of his customers of the university administration's IBM set-up, along with their birthdates. His profit-making endeavors and tie-up with the bakery are approved by the Dean of Students at Indiana University.

Indiana University.

After arranging the cards according to birthdates, Mr. Reid matches names with home addresses found in the University directory. The form letters are mimeographed by the Uni-versity's Y.M.C.A. office at a cost of \$4 for every 500. Mr. Reid and his fiancee address the letters, usually getting a week's mail ready for the postman in a Saturday afternoon of work. About 25 letters are sent out each day. Envelopes cost about \$18.40 for 500 and are purchased in bulk about five times a year. Of course, for the student, the "year" is figured in terms of the school year—from September to June.

The coupon returns vary, with perhaps two orders arriving in one day, and 15 or 16 in the following day's

First on Campus

Mr. Reid's tie-up with Park and Shop Bakery was the first of its kind on the Indiana University campus. He is free from competition on the campus, although, intermittently in

his three years of activity, rival busi-nesses have sprung up. One woman followed his ideas and baked the birthday cakes herself. Another student entered the business with a rival bakery tie-up. These soon faded.

Mr. Reid is a post-graduate stu-dent, working on his master's degree in business administration. He was graduated in February, 1957, from the Department of Marketing, I.U. School of Business.

As one of the managers of Park and Shop Bakery, Mr. Peterson spoke with enthusiasm of his bakery's business relationship with the "student partner." His main concern, at the present, is to find a student to continue Mr. Reid's end of the work when the latter graduates.

BREAD IS THE STAFF OF LIFE-

Bakery Industry in Canada Sets Record

WINNIPEG - Canada's bakery products industry established another new record in 1956 when the selling value of its shipments grossed

ing value of its shipments grossed \$315,727,000, according to preliminary figures compiled by the federal Bureau of Statistics. This was an increase of more than 9% over the preceding year's \$289,019,000.

The increase over 1955 continued the expansion which has characterized the industry over the last quarter of a century. The selling value of shipments has more than quadrupled during that time. Increasing population, higher standards of livpopulation, higher standards of liv-ing, more efficient machinery and im-proved methods of distribution have been key factors in this large and

steady growth.

The rise in the value of the shipments in 1956 reflects general increases in the price of bread, and it was accompanied by substantial increases in the cost of raw materials and labor. The industry paid \$87,060,000 in salaries and wages in 1955, and it is estimated that the 1956 and it is estimated that the 1956 total will be about \$8 million more. Raw materials should approach \$145, 000,000, an increase of about \$12,-000,000 over 1955.

Glidden Firm Names 2 Vice Presidents

CLEVELAND - Election of Clark P. Maxson to the position of vice president in charge of purchases and trade relations for the Glidden Co. has been announced by Dwight P. Joyce, chairman and president.

Mr. Joyce also announced that Dr.

W. David Stallcup was elected vice president in charge of the firm's southern chemical division, and George S. Warner, controller, was elected a Glidden director, replacing Paul E. Sprague, who recently re-

Willard C. Lighter, who became executive vice president of the company in December, was elected a member of the executive committee, replacing Mr. Sprague.

BREAD IS THE STAFF OF LIFE-TO BUILD BAKERY

MIAMI, FLA .- Food Fair Stores, MIAMI, FLA.—Food Fair Stores, Inc., a food chain, has announced plans to build a modern bakery complete with the latest equipment to serve the Miami area. According to Lawrence Ellis, director of the bakery division, the plant will cover 60,000 sq. ft. and will be constructed within the next few months on a six-acre tract. Food Fair operates 270 units in 10 states from Connecti-270 units in 10 states from Connecticut to Florida.



FOR ENERGY—International Bread Weeks, Inc., has issued a reminder that June 23-29 will be "White Bread for Energy Week," the third such promotion to be undertaken this year. Planning calendars and special book-lets may be obtained by writing to the Chamber of Commerce of the U.S., Domestic Distribution Department, 1615 H. St., Washington 6, D.C., and enclosing 50 cents. Additional information is available for 10 cents from International Bread Weeks, Inc., 111 N. Marion St., Oak Park, Ill.

Carolina Bakers Change Dates of June Convention

HOLLYWOOD, FLA. - The dates for the 28th annual convention of the Bakers Association of the Carolinas have been changed from June 17-19 to June 24-26, and reservations should be made as soon as possible. Reservation forms should be returned to Richard S. Wright, 726 Tyler St., Hollywood, Fla.

The convention program will include a retailers discussion session, a speaker at the business meeting, and some varied entertainment such as square dancing, bingo for the ladies, horseshoes, shuffleboard, and an in-troductory bridge party the night of BREAD IS THE STAFF OF LIFE-

Imitation Preferred

BOSTON — Housewives prefer an obviously "imitation" fruit flavor to one that really tastes like the fruit, according to George Garnatz, direc-tor of the Kroger Food Foundation, who was a speaker at the Arthur D. Who was a speaker at the Arthur D. Little, Inc., 70th Anniversary Flavor Symposium recently in Boston. This unexpected result was discovered when the Kroger Co. submitted samples of the two flavors to its homemakers' reference committee of 750 housewives who have been conducting consumer testing for 20 years.

Mr. Garnatz was one of eight speakers who discussed the question, "What Is Flavor?" at the symposi-um sponsored by the flavor labora-tory of Arthur D. Little, Inc., consulting research company of Cam-bridge, Mass. The importance of this field of investigation brought togeth-er 150 businessmen, whose products depend on the public's taste, to con-sider how the public reacts to flavors, how business can test people's reac tions, and what they can do about it.

BREAD IS THE STAFF OF LIFE-AUXILIARY MEETS

PITTSBURGH—The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania met at Stouffer's Restaurant for din-ner last month, Mrs. Phil Wohlfarth, of Phil Wohlfarth Bakery, presiding.

Formulas for Profit

Pecans Have High Sales, Taste Appeal, Bring Premium Prices

Use Pecans For: Date Bread Cookies

PECAN SPONGE CAKES (No. 1)

Beat together until light:

3 lb. whole eggs

2 lb. powdered sugar

½ oz. salt

Add:

Vanilla to suit
Then fold in carefully:

1 lb. 4 oz. cake flour

1 lb. 8 oz. fine ground pecans Bake in layers at about 380° F.

After the cakes are baked and cooled, fill and ice with boiled icing. Pour a little chocolate icing on top of the iced cakes and then sprinkle chopped pecans on top.

Boiled Icing

Boil to 240-242° F.:

5 lb. granulated sugar 1 lb. invert syrup or honey

1 lb. 8 oz. water

When the desired temperature has been reached, pour gradually into the following beaten mass and continue beating:

2 lb. egg whites

1/8 oz. salt

1 lb. granulated sugar

Then add:

 $\frac{1}{2}$ oz. gelatine, dissolved in a little warm water

Continue beating until nearly cooled and add a little vanilla extract; mix in 1 lb. powdered sugar.

Chocolate Icing

Mix together:

5 lb. powdered sugar

4 oz. corn syrup

1/8 oz. salt

Vanilla to suit

Add:

1 pt. lukewarm water

Mix in:

12 oz. melted bitter chocolate

Stir in:

4 oz. melted butter

Keep this icing in a warm water bath so it will pour readily.

PECAN SPONGE CAKES (No. 2)

Beat until light:

3 lb. yolks

2 lb. sugar 1¼ oz. salt

Then beat lightly: 4 lb. egg whites

1 lb. 8 oz. sugar Carefully fold the beaten egg white mixture into the beaten yolks.

Sieve and fold in carefully: 2 lb. good cake flour

Then fold in:

2 lb. fine sliced pecans

Bake at about 380° F. When baked and cooled, fill and ice with following butter cream icing. Sprinkle sliced or chopped pecans on the top and sides.

Butter Cream Icing

Mix together:

1 pt. whole eggs or egg whites

Add slowly:

5 lb. powdered sugar

2 lb. butter

2 lb. hydrogenated shortening

½ oz. salt (variable)

Vanilla to suit
For a fluffy icing containing fruit

or jams, add 14-16 oz. evaporated

PECAN TARTS

Mix together:

2 lb. medium brown sugar

1 lb. 4 oz. corn syrup

2 lb. honey

34 oz. salt A pinch of cinnamon

Stir in:

10 oz. melted butter

Add gradually: 1 lb. 12 oz. whole eggs

Then stir in:

1 lb. 4 oz. chopped pecans

10 oz. macaroon coconut

Short Paste (For Lining the Pans)

Rub together:

3 lb. sugar

1 lb. butter

1 lb. shortening

Add gradually:

1 lb. eggs

Stir in:

1 qt. milk Vanilla to suit

together and fold in until

smooth: 9 lb. 4 oz. cake flour

2½ oz. baking powder

Line a number of small (31/2 in.) crimped tart pans with the above pan lining. Fill tarts with the nut filling and bake at about 350° F.

Note: Do not have the oven too warm or the tops may become too

PECAN BARS (Refrigerated)

Mix together:

3 lb. powdered sugar

1 lb. 4 oz. butter

1 lb. 4 oz. shortening

8 oz. cake flour

% oz. salt

10 oz. egg whites

Vanilla to suit
Add and mix in:

1 lb. 12 oz. chopped pecans

Sift together and mix in: 3 lb. 4 oz. cake flour 1/8 oz. cream of tartar

Place the dough level into 8x8x2

in. square pans which have been

lightly greased. Place in a refrigera-tor and allow to chill. Remove from the pans by running a knife around the edges. Cut the blocks of dough into three equal strips. Then cut each strip into slices about 1/4 in. thick. Place on ungreased pans and bake at about 375° F.

PECAN DATE BREAD

Cream together:

1 lb. granulated sugar

4 oz. shortening

2 oz. salt

2 oz. soda

Stir in:

1 pt. honey

1 pt. molasses

Add: 4 lb. milk

Add and mix well:

1 lb. corn meal

1 lb. whole wheat flour

8 oz. rye flour

3 lb. bread flour

1 oz. baking powder

Then add and mix in:

2 lb. chopped dates 2 lb. chopped pecans

This bread is baked in Boston Brown Bread tins and steamer. Scale 17 oz. per tin. Tins and covers should be greased. The steamer should be filled with water to the top of the inside bottom plate. Bake for two hours at about 380° F.

CHEWY PECAN FUDGE SQUARES

Cream together: 2 lb. 4 oz. granulated sugar

1 lb. shortening

1 pt. corn syrup

½ oz. salt

¼ oz. cinnamon

Add gradually: 1 lb. 8 oz. whole eggs

Then add: 12 oz. melted bitter chocolate

Sieve together, add and mix in

until smooth:

1 lb. 4 oz. bread flour ¼ oz. baking powder

Then add and mix in:

1 lb. 8 oz. chopped pecans

Deposit into a well-greased and dusted 18x36 in. bun pan. Spread

Pecan Products Please Palates

The price of pecans has come down considerably this year, bringing them again within reach of the baker. They are popular nuts which can be used to produce baked foods that are doubly attractive, and which rate with the highest for taste and

Cakes, cookies and numerous other baked foods containing pecans by them—are best sellers, and the public is willing to pay premium prices for such products, providing the nuts are used generously. They should not be ground or chopped too fine when used for toppings or within baked products. The "pecan" identity should be retained.

And be sure to select pecans of the highest flavor and taste quality. The slightly higher cost will be justified.

Pecans should be stored in a cool, dry place. And purchased only in amounts that can be used within a short period of time.

And here is an added profit idea: Sales can be boosted, when displaying foods baked with pecans, by having several bowls of pecans nearby. In some instances even a mass display of pecans has proven very profitable. Customers may wish to purchase some of these pecans, so it would be well to pre-package some in 1/4, 1/2 and 1-lb. transparent sacks. By pre-packaging, time is saved during the rush hour and a new avenue of sales and rofit is opened.

evenly and bake on double pans at about 350-360° F.

After baking and when cooled, cut into squares of desired size.

Note: Cream this mix very little. overcreaming causes cracks in the tops and may cause the mix to run over the sides of the pan.

If desired, the top may be iced with the chocolate icing given with the pecan sponge Cake No. 1 formula before cutting into squares.

PECAN NOUGAT SQUARES

Cream together:

2 lb. 8 oz. brown sugar

10 oz. shortening 34 oz. salt

Vanilla to suit

Add gradually: 1 lb. 2 oz. whole eggs

Sift together, add and mix in until smooth:

1 lb. 10 oz. bread flour

½ oz. baking powder

Then mix in: 1 lb. 4 oz. chopped pecans Deposit into a greased and dusted bun pan and spread evenly. Bake carefully at about 375° F.

When cool, cover with the follow ing mixture:

Nougat Topping

Stir together in a hot water bath: 1 lb. 8 oz. granulated sugar

4 oz. butter

12 oz. fine ground oatmeal

6 oz. honey

4 oz. corn syrup

10 oz. egg whites Then stir in:

8 oz. chopped pecans 4 oz. melted bitter chocolate

Vanilla to suit Note: Heat this mixture enough to spread readily. When spread and

cool, cut into squares of desired size

PECAN UPSIDE DOWN CAKE

Cream together:

3 lb. granulated sugar 1 lb. 8 oz. shortening

1 oz. salt

Vanilla to suit Add gradually: 1 lb. 8 oz. egg yolks

Stir in: 2 lb. milk

Sift together and mix in until smooth: 3 lb. good cake flour

Deposit in prepared pans, liberally sprinkled with pecans.

PREPARED GLAZE Cream together:

5 lb. shortening 10 lb. granulated sugar

1½ oz. baking powder

6 lb. brown sugar

6 oz. salt Add gradually:

2 qt. honey

2 qt. water Maple flavor, if desired Bake cakes at about 360° F.

Remove from the pans immediate ly after they come out of the oven. Grease the pans thoroughly before brushing on the glaze.

PECAN WAFERS (No. 1)

Cream together:

1 lb. 2 oz. granulated sugar 1 lb. shortening

10 oz. butter

¼ oz. salt Vanilla to suit Add gradually:

1 lb. whole eggs Mix in:

2 lb. cake flour Then add: 1 lb. chopped pecans

Deposit on lightly greased pans, using a canvas bag and a No. 8 plain round tube. Make wafers about the size of a half dollar. Flatten wafers with an article having a flat surface. Place a whole pecan on each wafer. Bake at about 375° F.

PECAN WAFERS (No. 2)

Cream together until light:

3 lb. granulated sugar 1 lb. 8 oz. shortening

% oz. salt Vanilla to suit

Add gradually: 1 lb. 2 oz. whole eggs

1 lb. melted bitter chocolate

Add and mix in until smooth: 1 lb. 2 oz. cake flour

Stir in: 1 lb. chopped pecans

Deposit on lightly greased pans using a canvas bag and a No. 8 or 9 plain round tube. Flatten the wafers before baking. Bake at about 340° F.

PECAN CARAMEL ANGEL FOOD

Beat together on medium speed: 4 lb. egg whites 1 oz. salt

% oz. cream of tartar Add gradually:

2 lb. light brown sugar When the mixture holds a crease.

Vanilla flavor to suit Sift together thoroughly and fold

in carefully: 1 lb. 10 oz. good cake flour

2 lb. granulated sugar Then add and fold in carefully:

10 oz. chopped pecans
Deposit into pans of desired size
and bake at about 340-350° F. After baking and when cooled, cover the cakes with the following icing.

Butterscotch Icing

Boil to 240° F.:

1 lb. 8 oz. brown sugar 8 oz. butter

8 oz. water Cream on a machine for 3 min.:

5 lb. powdered sugar

2 lb. shortening Add the boiled mixture gradually to the creamed mass.

Then add and mix until smooth: 12 oz. milk

If the color is too light, add a little burnt sugar or caramel color.

Ice the cakes and sprinkle choosed pecans on top.

This icing may be thinned by the addition of a little milk.

PECAN CHOCOLATE CAKES

Cream together: 2 lb. 8 oz. granulated sugar

1 lb. butter

1 lb. shortening

1 oz. salt

Add gradually:

12 oz. egg yolks Sift together:

2 lb. 12 oz. cake flour % oz. baking powder Add this alternately with:

2 lb. 8 oz. buttermilk

Then add:

1 lb. melted bitter chocolate

Stir in: 1 lb. 4 oz. chopped pecans Then beat light and fold in care-

fully: 1 lb. 8 oz. egg whites

I lb. granulated sugar Scale into pans of desired size. fter baking and when cooled ice with the following:

Chocolate Butter Icing

Mix together: 3 lb. 8 oz. powdered sugar 10 oz. sweet cream

Add:

8 oz. melted bitter_chocolate

Stir in:

8 oz. melted butter

Vanilla to suit

Ice the cakes and sprinkle chopped pecans on the top of them.

PECAN BREAD (Quick)

Cream together:

2 lb. granulated sugar

12 oz. shortening ½ oz. salt

1 oz. soda

Add gradually: 1 lb. whole eggs

Stir in: 4 lb. 8 oz. milk

Sift together and mix in until smooth:

4 lb. cake flour 1½ oz. cream of tartar

Then mix in:

1 lb. 8 oz. chopped pecans Bake at 380° F. in loaf cake pans.

PECAN CHOCOLATE
FUDGE CUPS

Cream together: 2 lb. granulated sugar

12 oz. shortening

% oz. salt Vanilla to suit

Stir in gradually: 1 lb. whole eggs Then sift and mix in:

1 lb. 4 oz. cake flour

Then add and mix in: 8 oz. melted bitter chocolate

1 lb. chopped pecans

Deposit into paper lined cup cake pans. Bake at about 350° F.

PECAN NUT DROPS

Beat lightly: 1 lb. egg whites

% oz. salt 1/2 oz. cream of tartar

Add gradually while beating:

1 lb. 8 oz. granulated sugar When beaten quite stiff, add: Vanilla to suit

Then sift together:

1 lb. 8 oz. powdered sugar 4 oz. cocoa

2 lb. pecan pieces into the sugar and cocoa mixture

Then fold this carefully into the beaten mass. Deposit on lightly greased pans, using a canvas bag and a No. 8 or 9 plain round tube. Bake at about 340° F.

Newest Dessert: "Southern Pecan Squares"

The National Pecan Shellers & Processors Assn. is making available to bakers a new pecan dessert recipe, "Southern Pecan Squares," which the association says is the first completely new pecan dessert in recent years.

Recipes and point-of-sale material featuring "Southern Pecan Squares" can be obtained by writing the association at 332 S. Michigan Ave., Chicago 4. The recipe makes nine dozen 2 by 2-in. cookies or four dozen 3 by 3-in. desser? squares.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

PECAN WHOLE WHEAT POUND CAKES

Cream together:

3 lb. 4 oz. granulated sugar

1 lb. butter 1 lb. shortening

1 oz. salt Vanilla to suit

Add gradually: 2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Mix in:

3 lb. 8 oz. whole wheat flour

Then add and mix in until smooth:

 $2\,lb.\,8$ oz. sliced pecans Deposit into pans of desired size and bake at $340\text{-}350\,^\circ$ F.

Note: The amount of milk to use may vary slightly. Scrape down the creaming arm and bowl several times during the mixing period.

PECAN POUND CAKES (No. 1)

Cream together until light: 4 lb. granulated sugar

2 lb. butter 1 lb. 8 oz. shortening

1 oz. salt Add gradually:

2 lb. 8 oz. whole eggs

Stir in: 10 oz. milk

Sift, add and mix in until smooth:

4 lb. cake flour Then mix in:

1 lb. chopped glaced cherries

2 lb. 8 oz. chopped pecans Deposit into pans of desired size and bake at about 340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

PECAN POUND CAKES (No. 2)

Cream together for 5 min. on low

or medium speed: 2 lb. 4 oz. powdered sugar 1 lb. 8 oz. shortening

1 oz. salt

4 oz. invert syrup or honey 12 oz. cake flour

Add gradually:

1 lb. 8 oz. egg whites Stir in: 1 lb. liquid milk

Vanilla to suit

Sieve, add and mix in for about 5 min.: 2 lb. 4 oz. cake flour

Then stir in for 1 min. on low

2 lb. chopped pecans Deposit in pound cake pans and bake at about 340-350° F.

PECAN COOKIES (Hand Cut)

Mix together on medium speed for about 2 min.:

2 lb. 4 oz. granulated sugar 1 lb. 4 oz. shortening % oz. salt

1/8 oz. mace

2 lb. 12 oz. flour 1½ oz. baking powder 6 oz. whole eggs

8 oz. milk Vanilla to suit Roll out to about 5/16 in. in thick-

ness and sprinkle chopped pecans on top. Then roll out to about ¼ in. thickness and cut out with an oblong cutter. Place on lightly greased pans and wash with milk or an egg wash. Bake at about 380° F.

PECAN COCONUT TARTS

These tarts are baked in small crimped tart pans about 3½ in. in diameter. Line a number of pans with the following dough:

Rub together:

3 lb. sugar 1 lb. butter 1 lb. shortening

½ oz. salt Vanilla to suit

Add gradually: 1 lb. whole eggs

Stir in: 2 lb. milk

9 lb. 4 oz. cake flour 2½ oz. baking powder After the pans are lined, fill them with the following filling:

Sift together and mix until smooth:

Mix together: 2 lb. medium brown sugar 2 lb. honey 1 lb. 4 oz. corn syrup

34 oz. salt A pinch of cinnamon

Stir in:

10 oz. melted butter Add gradually:

1 lb. 12 oz. whole eggs

Then stir in: 1 lb. fine chopped pecan pieces 1 lb. macaroon coconut Bake at about 350° F.

PECAN HONEY LAYER CAKES

Cream together: 2 lb. granulated sugar

1 lb. 2 oz. shortening

 $1\frac{1}{2}$ oz. salt 8 oz. honey Add:

12 oz. egg whites Mix together and add alternately

with the flour: 2 lb. 2 oz. milk 6 oz. granulated sugar

Vanilla to suit

Sift together: 2 lb. 8 oz. cake flour 2 oz. baking powder

Then mix in: 12 oz. egg whites

Then add: 1 lb. 4 oz. chopped pecans Deposit into pans of desired size and bake at 350-360° F. Then ice cake with the following:

Boiled Icing

Boil to 242° F.:

6 lb. granulated sugar 1 lb. invert syrup

¾ qt. water Then beat fairly lightly: 1 qt. egg whites 1 lb. powdered sugar

A pinch of salt A pinch of cream of tartar

Add the boiled sugar mixture gradually and beat until it stands

(Continued on page 44)

Bread okies Cakes

For:

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SALES CONFERENCE—The annual sales conference for the eastern division of the Wesson Oil and Snowdrift Sales Co. was the occasion for an impromptu conference between three of the company's sales chiefs. Discussing sales, promotion and product plans are, left to right, Horace P. Rowley, general sales manager; John Dugan, assistant division sales manager; and E. H. Morrison, vice president of the eastern division. The conference was held at Atlantic City.

Survey Gives Bakery Bread Preference

CHICAGO—Bread made by leading bakeries is still preferred by the consumers of 19 representative cities over lower-priced bread from corporate food chains, according to a recent survey conducted by the Bakers of America Program of the American Bakers Assn.

Of major significance, according to

the report, are these findings: In no single market does any one chain grocery bread show as much as 11% of the market preference. In no single city do the combined sales of all chains take as much as 20% of the preference.

In the 19 cities studied, the chain grocery brands of bread showed an average preference of 7.5%.

The reports as received named the various brands of bread. In its summary, however, the Bakers of America has omitted brand names and merely designated the leading brands as "A," "B," "C," etc. It does not follow, however, that Brand A in Chicago is the same as Brand A in other cities. "Baker A" in each case is simply the baker listed as leading in that city.

CONSUMER PREFERENCE FOR WHITE BREAD

Figures Under Each City Indicate Percent of Profesence for Each Brand

Figures Under Each City Indicate	Percent of	Preference for	Each Brand
	Chicago	Cincinnati	Columbus
Baker Brand A	32.3	25.1	19.9
Baker Brand B	20.3	17.9	15.1
Baker Brand C	15.6	9.9	13.4
Baker Brand D			11.7
Baker Brand E	2.4.4		10.1
Chain Brand A	4.9	10.8	5.5
Chain Brand B	2.2	3.5	3.5
Chain Brand C	1.5	3.2	1.8
Three leading bakers	68.2	52.9	48.4 10.8
Three leading chains	9.6	17.5	
	Indianapolis	Fresno, Cal.	Long Beach, C
Baker Brand A		43.6	33.0
Baker Brand B	17.3	29.7	12.5
Baker Brand D	15.6	9.6 5.1	9.2 8.9
Baker Brand D	10.7		8.1
Chain Brand A	4.5	4.7	2.0
Chain Brand B	3.9	4.7	2.0
Two leading bakers	40.5	73.3	45.5
Two leading chains	8.4		n listed in report)
	lodesto, Cal.	Milwaukee	Newark, N.J
Baker Brand A	34.1	27.7	19.9
Baker Brand B	24.8	19.5	17.2
Baker Brand C	13.1	12.7	14.3
Chain Brand A	4.9	8.7	10.4
Chain Brand B	4.,	2.8	444
Two leading bakers	58.9	47.2	37.1
Two leading chains		11.5	
	Omaha	Phoenix, Ariz.	Portland, Me
Baker Brand A	33.8	44.3	35.0
Baker Brand C	28.0	39.5	26.4
Baker Brand C	22.8	6.0	11.5
Chain Brand A	1.6	2.8	5.5
Chain Brand B		1.6	4.8
Two leading bakers	61.8	83.8	61.4
Two leading chains		4.4	10.3
P	ortland, Ore.	Sacramento, Cal	
Baker Brand A	27.4	35.0	32.1
Baker Brand B	19.1	33.5	22.2
Baker Brand C	16.1	14.0	11.1
Chain Brand A	3.2	3.8	2.8
(Only one chain brand in these cities listed as h	aving more th	ian 1% of preferen	ice.)
	Dule	ith, Minn.	San Jose, Cal.
Baker Brand A		39.1	40.9
Baker Brand B		29.2	21.3
Baker Brand C		4.9	6.4
Chain Brand A		5.2	3.2
Two leading bakers		68.3	62.2
(Only one chain brand listed above 1% of mar	ket.)		
		e City, Utah	Washington, D.C.
Baker Brand A		28.7	27.5
Baker Brand B		17.6	19.0
Baker Brand C		17.4	8.4
Chain Brand A		8.0	4.5
		4.1	3.4
		2.6	54.9
	****	14.7	14.5
Three leading chains		14.7	14.5

WHOA ... PULL THAT SWITCH AGAIN!

SALT LAKE CITY—A local newspaper printed the information that travelers along State St. have often been intrigued by the ingenious Famlee Bread billboard which shows slices of bread coming off the end of a loaf in an endless stream. But one day recently, apparently when someone reversed the gears, the sign almost stopped traffic — the slices were climbing back into the loaf!

Formula Balance Topic at Meeting Of Production Club

MINNEAPOLIS—Ray Thelen of Pillsbury Mills, Inc., discussed formula balance at the meeting of the Northwestern Production Men's Club in April at the Hasty Tasty Cafe, Minneapolis.

Mr. Thelen explained the function of each ingredient used in a cake formula and by blackboard illustration showed how these ingredients should balance to make a perfect cake. He also explained how to find the cause of the trouble if the formula were out of balance. At the close of his talk Mr. Thelen passed out a brochure entitled "Cake Formula Balance," which covered his topics in detail.

There were 85 persons in attendance at the meeting which was presided over by John F. Schuster, Emrich Baking Co., club president. Bill Dalsbo, Dalsbo Bakery, Minneapolis, spoke briefly on what had been done to promote Retail Bakers' Week in the Twin Cities.

Twin Cities.

Armour Relocates In New York Area

NEW YORK—New headquarters for Armour and Co.'s bakery supply unit in the New York area have been opened in the Manhattan Refrigerating Co. warehouse, 99 Horatio St., New York. The Armour unit had previously been located at 324-17th St., Lyreav City.

Mel J. Harder, manager of Armour's bakery sales department, said the new location will provide improved facilities for supplying bakers within a 60-mile radius with lard, shortening, margarine, dried milk and dried egg products.

F. V. Sebbard will continue as manager of the New York unit, and the services of a bakery technician will be available.

Baking Advertising Shows Increase

NEW YORK—Newspaper advertising of baking products in 1956 showed an increase of 18.2% over the previous year, according to official figures just released by the Bureau of Advertising.

reau of Advertising.

A total of \$23,913,000, \$3,684,000 more than in the previous year, was spent for newspaper space to advertise baking products in 1956. That was the largest dollar gain in grocery field advertising in newspapers.

field advertising in newspapers. Grocery manufacturers spent \$149,-011.000 for national newspaper space in 1956, more than \$13 million above the investment of the previous year, the bureau reported. This figure, an all-time high, represents a 9.7% increase over 1955's expenditure of \$135,824,000.

Pillsbury Bakery Division Announces Five Appointments

MINNEAPOLIS — Five appointments in the bakery products division of Pillsbury Mills, Inc., have been announced. Three of the appointments were announced by Bruce F. Cruzen, manager of bakery flour sales of the division, and the other two appointments were announced by Harry D. Kreiser, sales and merchandising manager of the division.

Mr. Cruzen announced the appointment of Erik Eriksson as resident manager in Boston; William H. Ely as resident manager in Kansas City, Mo.; and Andrew L. Ingram as resident manager in New York City. Mr. Kreiser announced the appointment of Ralph J. King as Boston district manager and Joseph L. Pruce as New York district manager.

With Pillsbury since 1926, Mr. Eriksson had been district manager of bakery sales in Boston since 1942, and before that had managed the company's bakery sales branch office in Cleveland and its district office in Chicago. He is a member of the New England Bakers Assn. and a former governor on the board of governors, a member of the Boston Bakers Educational Group, a director of the Boston Bakers Club and a member of the New England Bakery Allied Tradesmen.

Mr. King was formerly assistant manager of the institutional division at the company's Minneapolis head-quarters. Prior to that he was a bakery mix representative and a territory sales representative in the Boston area. Mr. King has been with the company since 1948.

Mr. Ely has been with Pillsbury since 1928, and he had been district manager of bakery sales in Kansas City since 1945, and before that had been a salesman in the Kansas City branch. Prior to joining Pillsbury he had taught mathematics and physics in the Hebron (III.) high school, and later worked as an accountant for L. R. Jewell, flour brokers in Kansas

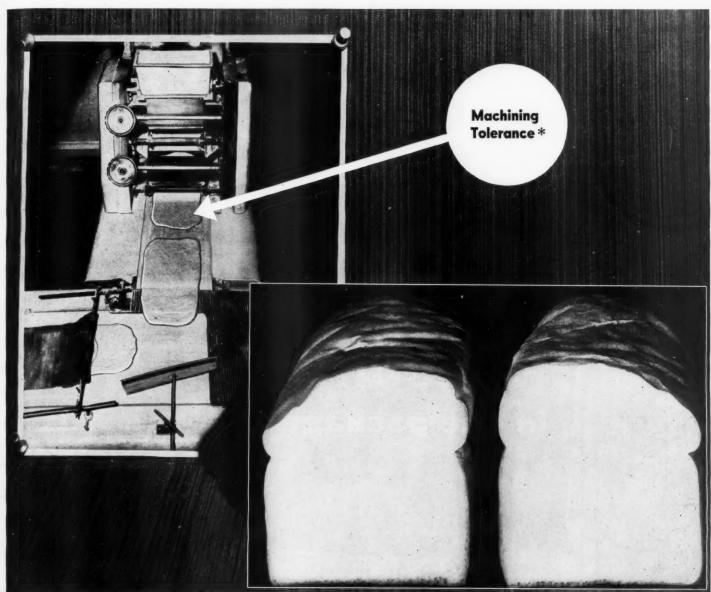
Mr. Ingram, who has been with Pillsbury since 1925, had been district manager of bakery sales in New York since 1946, and before that had been regional manager of bakery sales in Chicago. He is a member of the New York Bakers Club, New York Association of Flow Distributors and American Society of Bakery Engineers.

Mr. Pruce was formerly northeast area manager for the company's institutional division. He has been with Pillsbury since 1931.



CAKE FOR KIDS—When a Miami, Fla., savings and loan association recently celebrated its fourth anniversary it ordered the three cakes pictured here from the Fuchs Baking Co. The cakes, two 40-in. circles depicting the opposite sides of a dime and a third in the shape of a valentine, were displayed in the firm's lobby but not cut or eaten. When the association closed for the day, the cakes were taken to children in two local hospitals.

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DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 36 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

 When bread is cooled rapidly by as soon as it comes out of the oven placing it in a cold room or a draft the top crust will not crack.

- The U.S. Government standard for moisture in flour is 15% as the upper limit.
- It is generally believed that a cup of sifted flour will weigh approximately 8 oz.
- 4. To produce a more tender product when making Danish pastry, it is very important that the sugar, shortening and eggs are creamed as when making some cake batters.
- 5. Bitter chocolate must contain not less than 50% cocoa fat.
- Lumps in powdered milk indicate that it is spoiled.
- A variation in the size of sugar granules when making cookies may cause a variation in the spread during baking.
- Fruit fillings used for two-crust pies should be as cold as possible when the pies are filled.
- Because cream of tartar produces carbon dioxide gas, it is used at times in puff paste to produce greater volume in the finished products.
- It is best to use powdered buttermilk instead of fresh buttermilk when making cake doughnuts.
- 11. Icings made with just egg whites, sugar, water and flavor become hard very readily. As this is objectionable from an eating standpoint, hardening can be eliminated by using some invert syrup in the formula.
- Mineral oil is usually recommended for greasing dough dividers.
- 13. When the higher percentages of milk solids are used in bread doughs the oven temperature should be lower than for bread doughs made with a low milk solid content.
- 14. To replace 20 lb. of sweetened condensed milk it is necessary to use approximately 4 lb. whole milk powder, 8 lb. 8 oz. sugar and 7 lb. 8 oz. of water.
- To make cream puffs, ammonia must be used in the formula for best results.
- 16. When 10% dextrose (comsugar) is used in an angelfood cake, replacing that amount of sucrose (cane or beet sugar), the crust on the baked cakes will have a lighter color.
- 17. Almond macaroons will have hollow bottoms when baked if the mixture is too soft.
- 18. As egg yolks contain about 33% water, when powdered yolks are used it is necessary to use 1 lb. of water with 2 lb. of powdered yolks to reconstitute them.
- 19. By having small holes in the bottom of pie plates used for custard pies, puffing of the crust will be eliminated.
- 20. Lady fingers should be baked at a temperature of about 350 to 360° F.

Virginia Bakers To Decide Place Of Fall Meeting

RICHMOND, VA.—Virginia bakers are being asked to select the site for their 1957 annual meeting and fall conference. The event will be held Sept. 28-30.

Harold K. Wilder, executive secretary, Virginia Bakers Council, Inc., has notified members and associate members that the choice of sites lies between Natural Bridge and Williamsburg.

He has asked that members let him know which of the two places they prefer as soon as possible.

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You Don't Have To Be Sherlock Holmes To Find The Right Flours For Your Bakery

Skilled millers and modern equipment are part of the secret for producing fine bakery flour. Another vital requirement, is to have available the necessary grade, kind and quality of grain from which to mill the flour you require. Gooch qualifies on this three-way test.





- Skilled millers with years of expe-
 - A modern mill which is kept that way by adding new and improved equipment.
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GOOCH'S BEST Identical FLOURS Performance



GOLD-NUGGET Spring Clear Flour

JUMBO

GOMEC

Western Wheat Flour

RYE FLOURS Light - Dark - Medium

HI-PROTEIN Spring Whole Wheat Flour

High Protein Spring Clear Flour

GOOCH MILLING & ELEVATOR CO. LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.

Elevator Space 4,000,000 Bu.

"In the bakery business...



John Lukach, Northbrook Bakery, Minneapolis, shows "Mr. American Farmer" where the story of "From Field to Flour" ends.

This is what King Midas has done: "From Field to Flour." A successful result of combining these methods; to buy the best quality wheat obtainable; to process it with the most up-to-date milling equipment; to protect and maintain quality by scientific methods and milling experience; and the last and most important is to satisfy the bakers' needs.

Bakers both large and small know that this is the King Midas story that is enacted for them each day.

King Midas FLOUR MILLS

A

On the job
when it counts...

AMERICAN NATIONAL
RED CROSS



7, 1957

ging the Baker's Doorbell

Arden Madsen, proprietor of Bud's Bakery at Blair, Wis., has sold his business to Peter Karlinsky of Mandan, N.D. Mr. Karlinsky has been in the bakery business 29 years and re-cently managed establishments at Mandan and Bismarck, N.D.

Paul Tillinghast has reopened the Tillinghast Bakery at Lake City, Ia.

Mr. and Mrs. Al Jennison, operators of Jennison's Bakery, Williston, N.D., have sold their business to Mr. and Mrs. Thor Garaas. The Jennison Bakery was formed in 1934.

Braun's Quality Bakery has been opened in Robbinsdale, Minn., by Virgil Braun, formerly of Sauk Centre. Minn.

A retail bakery has been opened in Ivanhoe, Minn., by Marvin and Dan Coulter. The Coulter brothers purchased the bakery interests of Clifford Garrett, and are former associates of a bakery at Pipestone, Minn.

The Continental Baking Co. has established a bread depot at Worthington, Minn., to be supervised by Roy Camphoff.

Kenneth Johnson, operator of the Kerkhoven (Minn.) Bakery for more than six years, has left the business and taken a position as baker at Willmar. The Kerkhoven Bakery will be operated by Norske Johanson, proprietor of the Benson Bakery.

The Nylund Bakery, Cook, Minn., has been given a new front and extensive remodeling and redecorating to the interior, according to John Nylund, the proprietor.

The Adrian Bakery, Ltd., 11204 76th Ave., Edmonton, Alberta, Canada, has now been incorporated under

A couple which has had more than 20 years of experience in the busiss, Mr. and Mrs. Harold Hicklin, of West Liberty, Iowa, have opened a bakery in Wapello, Iowa.

Arthur Gollnick has announced the grand opening of his new City Bakery at Lidgerwood, N.D.

A drive-in bakery department is planned for construction by the Van Zetti Bakery, Decatur, Ill.

Mr. and Mrs. Roy Hamersley, owners of the Parkston Bakery, Parkston, S.D., have closed their business

Quality Millers Since 1879 BUFFALO FLOUR THE WILLIS NORTON COMPANY WICHITA, KANSAS

for ALL your flour...

SPRING .. HARD WINTER .. SOFT WHEAT

and moved to Fargo. They came to Parkston six years ago from Sioux Falls, S.D.

Papers of incorporation have been issued at Lyndon, Ky., for a firm to be known as Baker Boy Donuts, Inc. Capitalization was reported to be \$30,000. The principals named are

Charles F. Riegel, Lyndon, and Leon Feitelson and Edwin Abraham, both of Louisville.

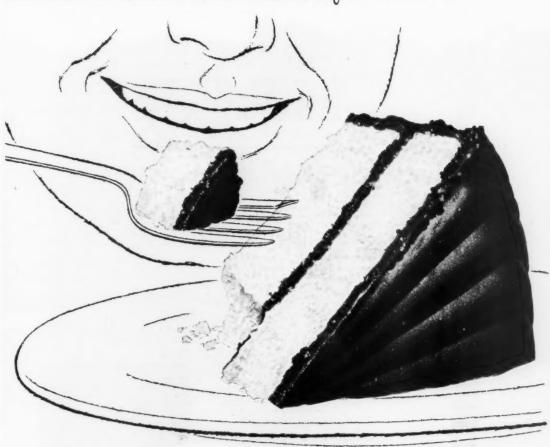
Superior Bakery, Inc., 87 Prospect Hill, West Warwick, R.I., will expand its facilities and working area when it moves to a new building at 1234 Oaklawn Ave., Cranston, R.I., according to owners Nicandra and Louis Cicerone.

Rindelaub's Bakery has been opened at 230 Central Ave., Albany, N.Y.

The Vegreville Bakery Co., Ltd., has been incorporated and is in operation at Vegreville, Alberta, Canada.

The Aurora Baking Co., Providence, R.I., has been purchased by the Amore Baking Co., Providence, and will be operated as a separate

Improve your cake quality for more sales



With multiple-acting Fleischmann's Baking Powder

The famous multiple leavening action of Fleischmann's Baking Powder helps you make cakes of excellent volume with fine grain and texture. This means better eating qualities . . . faster selling.

Here is the way multiple-action Fleischmann's Baking Powder works:

DURING MIXING . . . Just enough gas is released to give free-flowing, easyto-handle batters.

ON THE BENCH . . . Batters will remain almost inactive at room temperature for several hours. This means you can use your full mixer capacity and bake off with smaller oven facilities.

IN THE OVEN . . . Gas is produced at a steady, regulated speed throughout the entire batter. This means you can depend on getting cake of excellent grain and texture every time.

Consult your Fleischmann man about the additional benefits you can get ... in merchandising aid and production help.

That's why, with Bakers—



FLEISCHMANN is First

unit by a son of the owner, Vincent Amore. Plans are to install a new doughnut department in the bakery.

The Olson Restaurant and Bakery, Mt. Horeb, Wis., has been sold to Bert Frederickson of Oregon, Wis. Business will continue under the Olson name. It was founded 46 years ago by the late Otto Olson.

Valentino and Antonetta Meglia are rebuilding their **Providence**, **R.I.**, bakery which was destroyed recently by fire.

The Hellenic Bakery, Springfield,

Mass., has closed after 49 years of continuous business as an old-style hearth bread bakery.

The Luker Bakery of **Urbana, Ill.**, has been completely removed to Fithian, Ill., where the owner, Jack Luker, will do cake baking.

Lazzara Products Co., a baking firm, will occupy the premises of the Arrow Carrier Corp. in Paterson, N.J.

P. McKinley Harris has been named as the principal stockholder in a new

firm at Louisville, Ky., to be known as the Charles Heitzman Bakeries, Inc. Incorporation was in the amount of \$100,000.

Fred Sanders has opened bakery departments in two supermarkets in suburban Detroit, Mich.

Joseph Klempka and Dighton Russell have purchased the West Side Bakery, **Binghamton**, **N.Y.** Both are former employees.

Anthony Travia, 38 Jerome St., Brooklyn, has been appointed receiver for the Mid-Land Bake Shoppe, Inc., 529 Mid-Island Shopping Plaza, Hicksville, N.Y.

A branch of Benson's Bakery, Athens, Ga., has been opened at Gainesville, Ga., with purchase by Benson's of the former Flowers Baking Co. Al Stone will be Gainesville division manager.

Dan's Bakery, a branch of Dan's Bakery in Atlantic, Iowa, is being reopened at **Griswold**, Iowa, Mrs. George Riedeman is in charge, assisted by Mrs. John West.

Gilbert's Bakery, Inc., which has operated its facilities at 34 Broad St., New Haven, Conn., for a number of years, will move this spring to a new location at 266 Morse St., Hamden, Conn.

G. Shirley has filed a declaration of the name of Shirley's Bakery at 6470 Main St., 3927 Knight Rd., 6348 Fraser Ave. and 4347 Main St., Vancouver, B.C., Canada.

The Cinotti Baking Co., Jacksonville, Fla., will add a retail salesroom to its new location on Beach Rd. The firm specializes in Italian bread.

Mims Bakery, owned and operated by Jack R. Mims, has opened a shop on Atlantic Blvd., Jacksonville, Fla.

The Danish House Bakery has been opened at 2341 Galiano St., Coral Gables, Fla., by Mrs. Lillian Kahn and Mrs. Anna Askinos.

Shopping Center Bakery

OAKLAND, CAL.—Bay Counties Bakeries, Inc., Oakland, will operate a baked foods and coffee bar in Bay Fair, the \$25 million regional shopping center under construction at San Leandro, Cal. Details of the plans were announced jointly by Edward Morris, president of the bakery firm, and Harry Rothrock, general manager of Bay Fair. Plans call for a grand opening in the summer of 1957.

A native of Oakland, Mr. Morris has been in the bakery business 53 years. His present store in Oakland has been at McArthur and Broadway 16 years, serving the public with baked foods, particularly cream prod-

The bakery will occupy 3,700 sq. ft., with a 60-ft. frontage. An automatic elevator system will connect the lower level baking area of 40 x 60 ft. with the selling floor.

KNAPPEN MILLING

Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH.
PHONE 329

Wisconsin Rye Flour

We Specialize in Dark Varietie

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astico WISCONSIN

Super Chief

High Protein Flour

GREEN'S MILLING CO.

Morris, Minn.

IF A BAG IS "JUST A BAG"

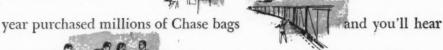
why do so many thousands of buyers insist upon



Do a quick buyer survey



among the men who last



several good reasons. For instance, the integrity of an industry

pioneer that stands behind each order, be it experimental run or multiple-carload. Sound printing techniques that mean accuracy,

uniformity, brand appeal . . . as in this

Multiwall Paper Bag, for example.

Unbiased advice in recommending the best bag for *you* because "Chase Makes 'Em All",

in 14 centrally located plants.



Which Chase advantage is most important to you?

Paper, Open-Mesh or Mesh Window, Burlap, Cotton or Polyethylene . . . Whatever your need in bags, One Call and You Can Order Any or All . . . at Chase!

CHASE BAG COMPANY

General Sales Office: 309 W. Jackson Blvd., Chicago 6, Illinois
110 Years of better bag making

32 Coast-to-Coast Bag Plants and Sales Offices—A Nationwide Staff of Bag Specialists

1957 Plaza,

akery, ed at se by Bak-esville

Dan's
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Morris ness 53 pakland padway c with n prod-

sq. ft... tomatic ct the 0 x 60

ING GAN URS NE 320

our

Co. NSIN

CO.

BAKERY Flours

Peak Performance backed by Superior Service

SNOW MASS PEAK AND CRYSTAL RIVER NEAR ASPEN. COLORADO

the KEY to bakery profits...

A PREFERRED PRODUCT opens the door to increased sales!

Every attic, in some obscure trunk or drawer, has its collection of discarded keys ... odd and unusual shapes, some plain and simple, all designed to open

But when it comes to opening the door to bakery sales success, only one key fits the lock. objects long forgotten. And that key is a preferred product. A product

consumers choose time and time again. Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance ... assure you of absolutely uniform, top-quality

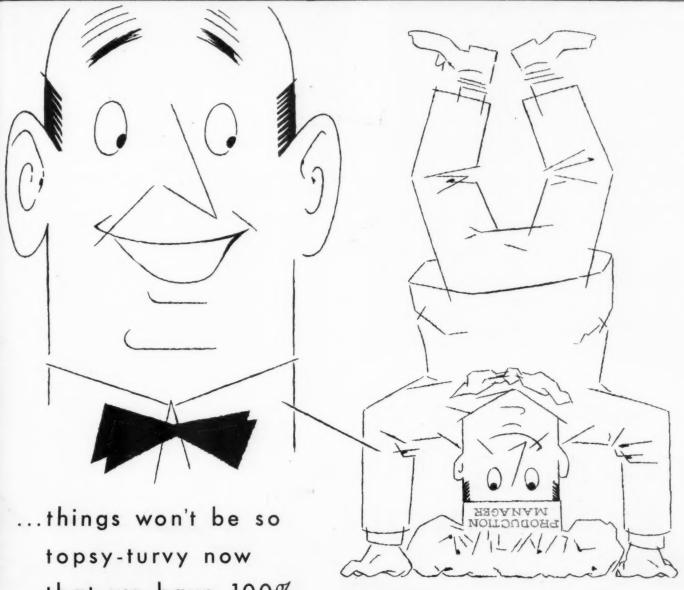
It will pay you to pick Midland Flour every time. baking results.

flour

UNIFORMLY MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY NORTH KANSAS CITY, MO.

If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!



that we have 100%

DRINKWATER FLOUR

Turning out quality products is easier than turning hand springs now that we have the assurance of uniformity that accompanies quality ingredients. I know the bread will come out perfect, evenly browned, without even looking.

MORTEN MILLING CO., DALLAS, TEXAS

Conveyor carries freshly milled flour to storage bins, where it is aerated as it drops into bin.

WHO'S GOT
THE MOST BULK
EXPERIENCE?

2 Storage Bin, one of 32 each holding 800 barrels of flour. Total storage capacity 25,000 barrels.

After two weeks or more of aging, flour is drawn from here and elevated to sifter.

ATKINSON-THERE'S THE ADIE RAN IN 1941

ment of Importance

TO EVERY BAKER IN AMERICA:

ON NOVEMBER 10, the Northwest's first bulk flour aging plant will begin operations.

Briefly, here is what this revolutionary new milling development means to you.

1. Bin Aged Flour

The Atkinson Milling Co. bulk flour aging plant (illustrated on the opposite page) has in its thirtytwo bins storage capacity for 25,000 barrels of flour in bulk . . . equal

to the entire output of the Atkinson mill for two and a half weeks. This means that every sack of flour will have at least two weeks age when it leaves the mill door.

2. Properly Aerated Flour

Thorough aeration by sifting before, during and after the storage period. Two weeks bulk aging plus real aeration gives the flour better baking qualities than a much longer aging in old-fashioned sack storage.

3. More Accurate Milling

Irrespective of fluctuations in demand, the mill will make long continuous runs of each grade of flour. This will make it possible to

> adhere to specifications with an accuracy impossible without bulk flour storage equipment.

4. Ouicker Service

The bulk aging plant will enable the Atkinson Milling Co. to carry

large amounts of every grade of flour. Within 24 hours after shipping directions are received, the flour will be sifted, packed, loaded in the car and on its way . . . aged, aerated, and ready for immediate use.

The Atkinson Milling Company feels that in being the first to offer bin aged northwestern flour, it is opening a whole new field of service to the baking industry.

ATKINSON MILLING CO.

6 Properly aerated, and bin-aged at east two weeks, sacked

four is carried to cars. Flour arrives ready for

Flour is sift-

4 ed through silk cloth mesh,

116 openings to

5 Having been further aerat-

ed by conveying and sifting, flour

goes directly to

t

That's right-it was over 15 years ago that our 50,000 cwt. bulk storage plant went into operation. For the first time, bakers began getting thoroughly aerated and fully aged flour, ready for production—IT'S BIN AGED*.

Then in January, 1953, Atkinson pioneered again with America's first "fluidized" bulk de-

livery by truck, eliminating costly handling charges from mill to bakery mixer and delivering precisely uniform flour every time.

Uniform because IT'S BIN CHECKED* before loading.

Equipment counts, experience counts. Don't take less than you can get from Atkinson.

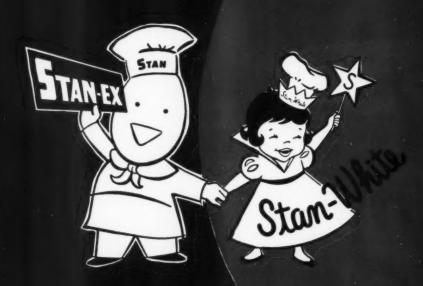
Everybody talks uniformity . . . ATKINSON delivers it





ATKINSON FLOUR FOR BAKERS ... MINNEAPOLIS

A Remarkable Poir



STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE — stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly - a remarkable pair!

DISTRIBUTED BY

STANDARD MILLING COMPANY

GENERAL OFFICES:

1009 CENTRAL ST., KANSAS CITY 5, MO.



GRADUATES-Alvin J. Dorris, Valparaiso, Ind., and Roy N. Reed, Berkeley, Cal., were graduated from Florida State University recently with master of science degrees in baking science and management of the School of Business. They made a thorough study of wholesale bakery distribution and sales manage-ment. Their theses, believed to be the first formal studies in bakery operation, are expected to prove valuable to the industry. Both men are now actively engaged in the bakery business.

Factory Representative Appointed by Lockwood

CINCINNATI—Ray C. Pater, sales nanager, the Lockwood Manufacturing Co., Cincinnati, has announced the appointment of Joe R. Harrison as a factory representative to cover western Tennessee, Alabama, Georgia, South Carolina and Florida in cooperation with the Rushin-Pearson Co., Atlanta, Ga., which has represented Lockwood in the Southeast since 1935

These efforts will be augmented through the appointment of Oliver W. Hardin, who will cover eastern Tennessee and North Carolina out of the Cincinnati office.

Mr. Harrison will make his headquarters at the Atlanta office of the Rushin-Pearson Co. at Techwood Drive, N.W. This new arrangement, it is hoped, will enhance Lockwood services to the southeastern bakers.

FIRM TO DOUBLE SIZE

BARBERTON, OHIO—A \$100,000 expansion program by the Gardner Pie Co. here will be completed by June. The project will double the size of the company's pie plant and allow a doubling—and possibly trip-ling—of pie production. The firm produces about 11/2 million pies a year primarily for banquets and large so-cial functions. Many pies are baked and sold fresh. Others are frozen for baking later.

HIGH GLUTEN FLOURS

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

THE NEW CENTURY CO.

rays in Market for Flour and Food Producers of DRIED BREWERS' GRAINS

Lyon & Greenleaf Co., Inc.

MILLERS OF High Grade Soft Winter Wheat Flour Plain and Selfrising LIGONIER, IND.

Chicago Metallic Names Carlton Peck As Sales Engineer

CHICAGO-Jerome H. Debs, president of the Chicago Metallic Mfg. Co., has anounced the appointment of Carlton Peck as direct factory sales

engineer.
Mr. Peck will represent both Chicago Metallic, which manufactures a complete line of stock and custom baking pans and aluminum foil conand Pan Coatings, Inc., a division of the company specializing

in pan cleaning, straightening, and glazing services. His territory in-cludes the New England states and upstate New York.

Mr. Peck replaces Ray Whelan, who has been transferred to the New York office of Chicago Metallic. Mr. Peck's background includes more than 10 years of sales work in the bakery and jobbing trade, as a rep-resentative for the Borden Co. and later for the Procter & Gamble Co.

Mr. Peck will operate out of Chicago Metallic's Boston office, located in Room 405 of the Statler Bldg., 20 Providence St.

GEORGE CADOTTE ELECTED

CHICAGO-George J. Cadotte, Sr., vice president of Central Waxed Paper Co, was elected chairman of the board of directors of the Waxed Paper Institute at the institute's recent three-day annual convention in Boca Raton, Fla. Other newly-elected offi-cers are William P. Lyle, Jr., divisional sales manager of Nashua Corp., who was named vice chairman of the board, and Robert M. Koch, vice president and general manager of Zimmer Paper Products, Inc., who was elected secretary-treasurer.

ANOTHER valuable ingredient for bakers - Since 1928

BROLITE

is a combination of BROLITE 1E (cultured product made with butter) reinforced with other

BROLITE 1A



Packed in drums of 200#, 100#, 50# and 25# for your convenience

BROLITE 1E is a cultured product made with butter - subjected to fermentation

and dehydration.



BROLITE 1A and 1E

impart a delicate flavor when used aloneaccentuate the flavor of butter when used in formulas containing butter. Lowers ingredient cost.

BROLITE'S trained bakery technicians at your service

ROLITE COMPANY, INC.

2542 N. Elston Avenue Chicago 47, Illinois

225 Fourth Ave. New York City 3, N.Y. San Francisco 1, Cal. Dallas 23, Texas

2921 S. Haskell Ave. 518 First Ave. North

Seattle 9, Wash.

686 Greenwood Avenue, N.E. Atlanta 6, Ga.

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Worth Looking Into



New Products ew Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4006—Cheese Cake

A book, "Facts & Formulas-How to Make Cheese Cake," has been compiled and prepared by Edward M. Voorhees and is offered for sale. Contents of the book describe the varieties, kinds of cheese used, preparing the pans, baking, production hints, and a number of formulas. Information about securing the book and its cost may be obtained by checking No. 4006 on the coupon and mailing it to this publication.

No. 4007—All-Metal Coolers

Nor-Lake, Inc., officials announce that "high quality construction is combined with new simplified assembly and installation features in Nor-Lake's 1957 all-metal coolers." The all-metal cooler has an exterior of 20 gauge cold rolled steel, finished in white baked-on enamel. Interior pan-eling is galvanized sheet steel. The framing, of kiln-dried douglas fir cross-braced for extra strength is

dipped in a special sealer solution that is said to make it vermin-proof, rot-proof and moisture resistant. Floors are all hardwood, oil-sealed to lock out moisture. Standard and special sizes are available. Check No. 4007 on the coupon and mail it to receive complete details.

No. 4008—Brochure On Freezers

The Foster Refrigerator Corp. has released a new, colorful brochure that describes its line of welded all-aluminum dough retarders and bakery freezers. The brochure describes the advantages of correct refrigeration and freezing of baked products-how to save time, labor and money by permitting a schedule of production, standardizing items and specialties, turning "stales" into sales, over-baking on every batch and making sure every piece remains oven-fresh, the company announcement states. Listare over 20 models of dough retarders and bakery freezers showing capacities and dimensions. To secure the brochure check No. 4008 on the coupon and mail it.

Send me information on the items marked:

No. 4006—Cheese Cake No. 4007—All-Metal Cool	No. 4009—Bulk Transport
□ No. 4008—Brochure on	☐ No. 4011—Job Evaluation
Freezers No. 4010—Butter Formula	Booklet as No. 4012—Booklet on Yeast
Others (list numbers)	

ADDRESS CLIF DUT - FOLD OVER ON THIS LINE - FASTEN (STAPLE, TAPE, QLUE) - MAIL-

> FIRST CLASS PERMIT No. 2 (Sec. 34.9, P. L. & R.) MINNEAPOLIS, MINN.

BUSINESS REPLY ENVELOPE No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY-

The American Baker

P. O. Box 67.

Reader Service Dept.

Minneapolis 1, Minn.

No. 4009—Bulk **Transport Bulletin**

A four-page bulletin describing a new trailer designed for bulk trans-portation of sugar and other pulverized and granular materials is now available from the Fuller Co. Illustrated by four photographs and two drawings, the bulletin also includes a list of general specifications. The drawings and text show how the Airveyor trailer can be loaded from over-head bins or from a bulk railroad car at a team track. For copies of Bulletin A-19, check No. 4009 on the coupon and mail it.

No. 4010--Butter **Formulas**

New formulas for a full line of sheet goods using butter as the only shortening are being introduced by the H. C. Brill Company, Inc. Included are formulas for all types of cakes, coffee cakes, sweet goods and icings. Company officials said that "these formulas, which produce fine quality baked goods, are only slightly more expensive than regular formula costs, yet test marketing shows it is possible to increase sales as much as tenfold with their use." An advertising and promotion kit is also available. Secure more complete details by checking No. 4010 on the coupon and mailing it.

No. 4011—Job **Evaluation Booklet**

A booklet entitled, "Job Evaluahas been prepared by the Business Research Corp., a management consultant firm. The booklet is designed to aid businesses to establish "a sound wage and salary structure" and to insure "an equitable and effective wage and salary administration." Contents include such information as the definition of job evaluation, the influences on wage rates, difficulties in administering wages, job analysis, job rating, and provisions for a wage administration program. Secure the booklet by checking No. 4011 on the coupon and mailing it.

No. 4012—Booklet on **Yeast**

The Quartermaster Food & Container Institute for the Armed Forces has prepared a booklet entitled, "Yeast—Its Characteristics, Growth and Function in Baked Foods." Limited distribution to libraries and to research organizations with an interest in the problems of yeast is being made. Check No. 4012 on the coupon, clip and mail it to the address pro-

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3947-Revolving display unit, Vue-More Corp.

No. 3948-Repair of food handling equipment, American Solder & Flux

No. 3949—Sterile conditioning system for liquid sugar tanks, D. William Fuller Co.

No. 3950-Packaging booklet, Hinde & Dauch.

No. 3951-Icing product, S. Gumpert Co., Inc.

No. 3952-Price information and details of route selling book, Mycroft Press.

No. 3953-Band edge sharpener, Gopher Grinders, Inc.

No. 3954—Fruit pie filling formulas, Corn Products Sales Co.

No. 3955-Floor polisher scrubber, Advance Floor Machine Co.

No. 3956—Fruit ple filling thick-ener, National Starch Products, Inc. No. 3957-Sheeter - moulder, line, Inc.

No. 3958-Flavor periodical, Mag. nus, Mabee and Reynard, Inc. No. 3959—Dispensing pump for 15.

65 gal. drums, Multi-Meter Corp. No. 3960-Plant cleaning device,

Oakite Products, Inc.

No. 3961—Steel belt conveyors,
Sandvik Steel, Inc.

No. 3962-Bulk car brush, Fuller Brush Co.

No. 3964—Border - printed display

doily, Harvey Paper Products Co.
No. 3965—Rack - type automatic
proof box, Read Standard Corp.

No. 3966-Bakery sanitation booklet, Oakite Products. Inc. No. 3967-Two film - grade poly.

ethylene resins, Bakelite Co., divi-sion of Union Carbide & Carbon

No. 3968-Technical manual on bread wrapping, Waxed Paper Merchandising Council.

No. 3970—Finger tip bowl control.

Triumph Manufacturing Co

No. 3971—Bag opening and loading machine, Errich International Corp. No. 3972-Food plant insecticide.

Huge Co., Inc.
No. 3973—Shortening product, Anderson, Clayton & Co.
No. 3974—Diet booklet, Sugar In-

formation, Inc. No. 3975—Bread slicing handbook,

Gopher Grinders, Inc. No. 3976—Bag closure labels, Kwik

Lok Corp. No. 3977-Liquid sugars, Refined

Syrups & Sugars, Inc.
No. 3978—Six design suggestions for Easter cake decorations, Westco Products

No. 3979-Dried torula yeast, Red

No. 3919—Dried toldia yeast, hea Star Yeast & Products Co. No. 3980—Flour dump-sifter for bagged flour, Read Standard Divi-sion, Capitol Products Corp.

No. 3981—Electric street truck, Cleveland Vehicle Co.

No. 3982-Roll moulder panner, Read Standard Division, Capitol

Products Corp.
No. 3983—Refrigeration, Foster Refrigerator Corp.

No. 3984-Production freezers, Refrigeration Corporation of America. -Aluminum foil Shellmar-Betner Flexible Packaging Division, Continental Can Co.

No. 3986-Bread wrapper, Nashua

Corp.
No. 3987—Food grade antioxidant. Eastman Chemical Products, Inc.
No. 3988—Circular on pH meter,

Photovolt Corp. No. 4001-Booklet on "Sweetose"

in corn syrup in bread, rolls and buns, A. E. Staley Manufacturing Co.

No. 4002—Vibrators for industrial applications, Martin Engineering Co. No. 4003—Fungicidal paint, Charles

Bowman & Co.
No. 4004—Cleaner attachment for band slicing machines, Gopher Grind-

ers, Inc.
No. 4005—Doughnut fryer, J. C.
Pitman & Sons, Inc.

No. 4056-Bulk flour weigher, Toledo Scale Co.

No. 5508—Embezzlement controls,

Fidelity & Deposit Co.
No. 5527—Vacuum cleaner, Bur-

rows Equipment Co.

No. 5519-Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

No. 6505—Emergency light unit, General Scientific Equipment Co.

Rising Costs Topic At Rochester Meeting

ROCHESTER, N.Y.—In the era of constantly rising costs, every one must be or should be cost conscious. That was the main topic at the first regular meeting of the new year for new officers and members of the Rochester Master Bakers Assn. held at the Rochester German Club.

Each member was invited to bring a card showing his cost of production for a special item marked on a list. Allied men also brought figures and facts, showing how the ingredients and services they sell are an important part of the cost of any item.

A full course buffet dinner was served to those attending the meeting.

For Quality, Economy and Reliability, Use BROWN'S HUNGARIAN America's Premier Cake Flour BROWN'S HUNGARIAN CORPORATION 25 Broad Street New York City

CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappen, cellophane and packages, etc., our specialty. Write far information on a specific problem

Write for information on a specific problem

KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

To bake the best . . .
buy the best!

Quality Bakery Products

NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.



H. P. Rowley

Wesson Oil Names Vice Presidents

NEW ORLEANS — The board of directors of the Wesson Oil & Snowdrift Sales Co. has announced the appointment of three new vice presidents. They are Horace P. Rowley, industrial products; Pierce L. Brothers, Pacific Coast division, and Harold C. Fisk, New Orleans division.

Prior to their new appointments,

Prior to their new appointments, Mr. Rowley was general sales manager of industrial products, Mr. Brothers was division sales manager, Pacific Coast Division, and Mr. Fisk was division sales manager, New Orleans division.

Directors of Claussen's Bakeries Reelected

AUGUSTA, GA. — Stockholders of Claussen's Bakeries, Inc., Augusta, Ga., reelected company directors at an annual meeting recently, and the directors then reelected all officers.

The firm also declared a quarterly dividend of 10¢ payable April 5 to stockholders of record March 20.

Sanford V. Epps, president of the company, reported a substantial increase in sales for the first 10 weeks of the current year. Claussen's operates bakeries in Augusta and Savannah, Ga., and in Charleston, Greenville and Columbia, S.C. It is the South's oldest bakery, having been founded in 1841.

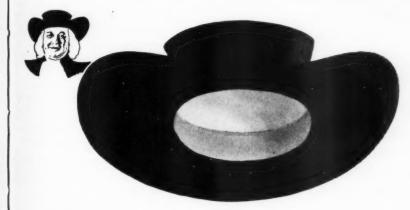
In addition to Mr. Epps, officers reelected were James H. Hull, chairman of the board; James E. Swan, Jr., vice president; and John H. Scharnitzky, Jr., secretary and treasurer.

Directors reelected were C. S. Castleberry, Henry H. Claussen, Mr. Epps, Eugene M. Howerds, Mr. Hull, Harry W. Jernigan, Jr., Grover C. Maxwell, Jr., William S. Morris, R. Roy Pearce, George A. Sancken, Jr., Wiley J. Smith, Eugene E. Stone III, and Mr. Swan.

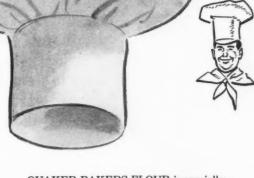
NEW WRAPPERS USED

LOS ANGELES — New wrappers have made their debut on the entire line of private label breads of the Alpha Beta Markets, a supermarket chain in the Los Angeles area. These wrappers feature the bread in tastetempting serving suggestions such as toast with melting butter and jam, and a ham and cheese sandwich.









QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the *versatility* to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:



The Quaker Oats Company

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas and Los Angeles, California

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ANSWERS TO "DO YOU KNOW?"

Questions on Page 22

- False. The top crust will crack or check when this procedure is used. The bread should be cooled gradually and where a draft will not hit it.
- 2. True. This is determined by the Vacuum Oven Method.
- 3. False. It is usually figured that a cup of sifted bread flour

- weighs about 4% oz. and a cup of sifted cake flour about 4½ oz.
- 4. False. Danish pastry doughs are rich and there is no advantage in creaming the sugar, shortening and eggs to any extent.
- 5. True. This is the U.S. Government standard for bitter chocolate.
- 6. False. As long as the powder is not old and has not turned rancid it is not spoiled. It should, however, be throughly broken up and sifted before it is used.
- 7. **True.** For example, a finer granulation would decrease the spread, while a coarser granulation will cause an increase. However,
- when the sugar crystals are extremely coarse, spread may be reduced due to the sugar crystals not dissolving during baking.
- 8. **True.** This will help to decrease the tendency for the filling to boil out during baking. The oven should also be hot enough to bake the crust before the filling starts to boil.
- 9. False. Cream of tartar does not produce carbon dioxide gas. It is at times used in puff paste in order to mellow the gluten in the dough. The dough will be easier to roll out. If the doughs are allowed to rest in a cool place over night, it is not necessary to use it, as the acidity of the doughs

is increased naturally and the gluten mellowed.

- 10. True. It is just about impossible to obtain fresh buttermilk that will run uniform in acidity. The manufacturers of powdered buttermilk control the acid content in this product. Any variation in the acid content of the buttermilk would have an effect on the finished doughnuts.
- 11. True. Invert syrup is known as a hygroscopic ingredient which means that it will attract or retain moisture. Allowance in the formula must be made for the moisture content in the invert syrup which is approximately 18%.
- 12. **True.** This mineral oil should be odorless, colorless and it should not leave a gummy residue.
- 13. True. Milk solids are high in sugar (lactose). Lactose caramelizes readily and therefore if the oven temperature is not reduced, the color of the crust may become too dark or if the bread has the proper color it may not be done in the center and be soggy.
- 14. False. Approximately 5 lb. 12 oz. powdered milk, 8 lb. 8 oz. sugar and 5 lb. 12 oz. of water should be used.
- 15. False. It is not necessary to use ammonia. Baking powder may be used. About ½ oz. of baking powder per quart of water should produce good results. This will depend to some extent on the amount of flour used in the formula. Formulas may range from 1 lb. to 1 lb. 8 oz. of flour per quart of water. The higher percentages of flour require more leavening when the egg content is identical.
- 16. False. Dextrose caramelizes at a somewhat lower temperature than sucrose, resulting in the crust color being slightly darker.
- 17. True. This is the main reason for hollow bottoms. The macaroons will also become hard and brittle within a short time.
- 18. False. Egg yolks contain about 50% moisture. Therefore for each pound of powdered yolks, one pound of water should be used to reconstitute them.
- 19. **True.** Puffing of the crust is usually due to air being trapped between the crust and the bottom of the plates. Air expands under heat. The holes will allow the air to escape.
- 20. False. They should be baked at a temperature of about 425° F. on double pans. When baked at 350 to 360° F. they will flatten out, become tough, have a poor crust color and dry out faster.

BREAD IS THE STAFF OF LIFE-

NEW ADDITIONS

TULSA, OKLA. — Construction of new maintenance shops and a return goods store for the Rex Baking Co. here should be completed by July.



NAPPANEE MILLING CO.

DAVID HARUM BAKERS FLOUR From Nebraska's Choice Winter Wheat LEXINGTON MILL & ELEV. CO. LEXINGTON, NEBRASKA

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-NINE YEARS



FLOUR FOR PERFECT BAKING



There is no flour milling company—big or small—that can buy better wheat than grows at our back door—right here in the midst of the world's biggest wheat area. Remember that when you think of HUNTER'S CREAM.

ANOTHER GREAT FLOUR

THE HUNTER MILLING CO. WELLINGTON, KANSAS





ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

, 1957

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G CO.

WM.KELLY MILLING COMPANY

> The baker who puts KELLY'S FAMOUS in his mixer starts with positive bread making values. He is baking with one of the world's best bread flours. That's why reliable KELLY'S FAMOUS is your best buy.

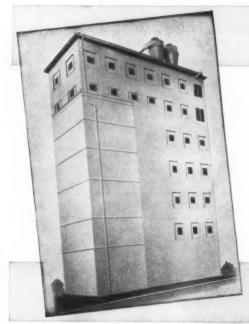
> > Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY

HUTCHINSON, KANSAS

Grain Storage 1,000,000 Bus.

Capacity 5,000 Sacks /. CO.



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO. SALINA, KANSAS



KELLY-ERICKSON

Company, Inc.

OMAHA

NEW YORK

SAN FRANCISCO

We Operate Our Own Laboratories Including Pilot Bakery



111 YEARS OF MILLING EXPERIENCE PLUS MODERN LABORATORY CONTROL ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO, N.Y.

Be Proud of Your Job, as We Are of Ours, for

"Bread is the Staff of Life"



GIBRALTAR

Flour

KANSAS BEST

by a

The Consolidated Flour Mills Co.

Wichita, Kansas

1957

.Y.



Micro-Oven Aids P&G Research

CINCINNATI — Sometimes simplest processes defy precise scientific explanation. Cake baking, for example, is still puzzling researchers. No one really knows exactly what happens in an oven when batter is transformed into a cake.

In an attempt to find answers research scientists at the Procter & Gamble Co.'s modern Miami Valley Laboratories, outside Cincinnati, have devised a micro-oven, three inches long and two inches wide, which turns out the world's smallest baked goods, micro-thin smears of cake made from

a single drop of batter.

By means of photomicrographs made through a microscope during the baking operation, which takes from 15 to 25 minutes at oven temperatures ranging from 200° F to 250° F, the baking process can be studied at close hand in photographs that have enlarged the process 10 to 300 times.

One fact P&G scientists have confirmed is that amounts of ingredients are critical in baking—the bride's cake-failure was probably due to not following recipe directions faithfully.

The micro-oven, one of many such ngenious pieces of scientific equipment at Miami Valley Laboratories, is constructed of heat-resistant clay and electrically heated with temperatures measured and controlled electrically. The cake pan is simply a shallow depression in a glass microscope slide.

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas



Miner - Hillard Milling Co. WILKES-BARRE, PA.

Manufacturers of CORN FLOUR - CORN MEAL CORN SPECIALTIES

Buy and Sell Through WANT ADS

Purity Baking Co. **Makes Complete Change** In Package Design

CHARLESTON, W. VA .- A complete change in package design and trademark for more than 105 products of the Purity Baking Co. has been made.

Frank Gianninoto, one of the nation's leading package designers, was employed by the company to redesign wrappers and boxes for every product. The new design is carried out also on cases, uniforms, trucks and company stationery and supplies.

Officials of the company presented the new design to their salesmen at a luncheon meeting. They added that the "Donald Duck" line has been cancelled. More than 100 salesmen and managers from the company's plants in Charleston, Beckley and Welch and branch offices in Logan, Rainelle and Sutton were present at the meeting.

Kroger Co. to Build **Bakery and Warehouse**

AKRON, OHIO — Weinstein Construction Co. of Akron has been awarded a contract by the Kroger

Co. to build a huge warehouse and bakery on a 34-acre site in Solon.

The \$4,588,000 contract is largest ever received by the Akron

Ground breaking ceremonies were held April 11. The site is on Route 43 north of Twinsburg in Cuyahoga County. Weinstein expects to complete the work in one year.

The 500,000 sq. ft. warehouse and office will be 880 ft. long and 500 ft. wide. The bakery will be a separate building with 150,000 sq. ft. of floor space and will measure 280 ft. by 480 ft.

CONSULT a DCA Sales Engineer



...if you want to make more money on DONUTS by cutting labor costs...

With today's difficulty in maintaining an adequate profit level, more and more bakers are finding it to be of unusual interest to consult with a trained and experienced DCA Sales Engineer on a re-survey of their present donut production facilities.

Increasing labor costs and shorter hours make greater efficiency imperative. A scientific analysis of your present equipment-in the light of the many new equipment advances made in the last two years - may reveal startling

SEND FOR this brand new Technical Kit on every phase of Donut Production.

DCA FOOD INDUSTRIES INC. 45 West 36th Street, New York 18, N. Y.

West Coast-1255 67th St., Ookland, Colif. Canada-579 Richmond St., W. Yora

savings in labor costs and in increased capacity to handle larger volume.

There is no obligation in asking for this equipment survey service. One of our men may be near your plant right now. Simply wire or write us. You would find it well worth your while.

New
Technical Kit
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Ohio Bakers Name J. M. Schneider Chairman of Board

TOLEDO-J. M. Schneider of Richard W. Kaase Co., Cleveland, was elected chairman of the board and Henry Weiss, Toledo, Ohio, president of the Ohio Bakers' Assn.
Other officers named were Alfred

Baker, Zanesville, first vice president; Donald Webb, Jr., second vice president; H. H. Gasaway, Omar, Inc., treasurer, and Clark L. Coffman, Seneca Hotel, executive secretary.

The association, operating since 1906, maintains offices in the Seneca Hotel, Columbus.

Columbus will entertain the 1958 convention. Cincinnati was selected for the 1959 meeting and Toledo for

The association's summer golf tournament and outing will be held at the Lakewood Country Club, Cleveland, June 13.

BETTER BREAD TROPHY

DALLAS - A trophy for better bread, awarded to one of its 121 memof America, has been received by Oak Cliff Baking Co. of Dallas.

E. R. Anderson Joins Paniplus

KANSAS CITY-E. R. Anderson, a resident of Atlanta, Ga., has been named sales representative for Paniplus Co. in the Southeast, according to an announcement by Glenn E. Hargrave, sales manager.

Mr. Anderson succeeds T. E. Hunt, Jr., who recently resigned to operate his own business in Asheville, N.C.



SQUEEZE TEST - Butter-Nu Bread is using a new series of TV spot announcements throughout Northern California, prepared by the Honig-Cooper Advertising Co., Francisco, in which actress Dorri Carr gives the loaf the "squeen test." The 20-second spots are being seen on KPIX, KGO-TV and KRON. TV and utilize the "Squeezin Fresh" theme which is also being used on radio, tied in with a complete advertising merchandising package which includes delivery trucks and point of purchase shelf talkers, shopping cart signs and bread wrap per seals.

H. H. Smallridge Forms Advertising, Sales Agency

PORTSMOUTH, OHIO-H. H Smallridge, manager of the Holsum Baking Co. at Charleston, W.Va., has resigned to head his own sales and advertising agency. He will handle work for Betsy Ross Bakeries in Ohio, Kentucky, West Virginia and Vir-

The Charleston and Summersville plants of Holsum were merged with Betsy Ross Bakeries about two years ago, and Mr. Smallridge was vice president and general manager until his resignation.

Gopher Grinders Names Special Representative

ANOKA, MINN—Haryl C. Simmons, president of Gopher Grinders, Inc., Anoka, announces that William P. Barber has been assigned as sales manager for all the New England states, Pennsylvania, New York, New Jersey, the Potomac states and the states of the deep South. Gopher Grinders manufactures bands for slicing machines and accessories. Mr. Barber will be a special representative in the foregoing territory with subagents assigned to local, specific territories.



"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat Sheridan Flouring Mills, Inc. SHERIDAN, WYOMING



R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

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The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of The Bakeshop Trouble Shooter to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of The American Baker magazine.

The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fifth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



The American Baker,	□ Bill me
P. O. Box 67, Minneapolis 1, Minn.	☐ Payment is enclosed
Gentlemen: Please send Shooter, at \$1 each.	copies of The Bakeshop Trouble
Name	
Firm	***************************************
Address	
City	84-4-

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Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

TOMORROW'S SUPERMARKET—The pattern for the supermarket of tomorrow is still in the trial anderror stage, said Lansing P. Shield, president of the Grand Union Co., addressing the recent 53rd annual convention of the National Food Brokers Assn. "Retailing is changing so fast," he said, "that stores now in the blueprint stage are often partly obsolete by the time they open."

However, according to Mr. Shield, the real significance of the increase in size of a typical supermarket lies not in the number of square feet added but in what has happened inside the market in the way of increases in lines of merchandise. "Each year," he said, "the additions to our lines become progressively larger. As the consumer demand for convenience items apparently isn't saturated, the end is not in sight. As each week goes by, we supermarket operators who are on the receiving end are besieged with scores of new items. Through newspapers, radio, items. TV, advertising and couponing, the customers decide for us whether we should stock most of them and if our buyers are in doubt, some of the most persuasive salesmen in the world help them make up their minds. There seems to be no end to additions to the lines."

Speaking of other aspects of the "retailing revolution," which he considers still in its infancy, Mr. Shield said that "emergence of the supermarket as the jack of all trades" was of the utmost significance. He cited the increased numbers of non-food items being carried in food stores as an example of a shift in the retailing pattern that is changing the basic character of the supermarket.

"It is not at all improbable," Mr. Shield said, "that the total area of the 1957 model supermarket is not large enough to stock just the non-food lines that will be carried in the 1967 successor to today's food store. Many of the centrally located supermarkets of 1967, designed to serve the populous areas, will be shopping centers in themselves. At the same time, there will be plenty of room for supermarkets carrying primarily food lines and, I suspect, these food stores will continue to account for the major share of the country's total retail food sales."

As to where operators will draw the line on the trend toward making the supermarket a "junior department store," Mr. Shield said. "for the long pull, the consumer will draw the line for us, and so far she has given a definite vote in favor of our making available to her in our supermarket a long list of items which are used by her family. While I am allergic to prophecies, I might say that she is likely to insist on getting under one roof all those things for the home that might be termed 'family use' items."

Duplication of lines is a problem that is becoming increasingly acute, said Mr. Shield. He predicted that if the trend continues, "either we shall all price ourselves out of the market

or the consumer will pay increases in cost that could have been avoided. May I humbly suggest that greater restraint be exercised and that the imagination of the 'idea men' on new products be mixed with some sober thinking on the part of top management."

Another phase of the revolution in retailing discussed by Mr. Shield is the "six cornered battle" for the consumer's dollar now being waged by department stores, drug stores, apparel stores, variety stores, supermarkets and the discount houses. He pointed out that since 1929 super-markets have "jumped from nowhere" to capture 41.4% of the total business now being done by the "Big Six." During this time, the department stores' share of the retail dollar dropped from 36.3% to 20.7%; apparel stores' from 39.5% to 21.3%; variety stores' from 8.5% to 6.1% and drug stores from 15.7% to 10.5%. Supermarkets, he said, are now doing more than the combined business of department stores, drug stores and variety stores.

As to the discount houses, which he felt might be called non-foods supermarkets, Mr. Shield said that they are multiplying so fast that it is impossible to get reliable figures on their proportion of the total retail business. However, he added, this new threat to established retailers "is show in g astronomical increases in sales."

It is significant, Mr. Shield suggested, that none of the five competitors of the supermarkets have made a serious attempt to get into the food business, due to the low markups and the small percentage of profits on sales. The supermarket operator, on the other hand, aware of the relatively good margins which even the discount houses are getting in variety and department store lines, is "tempted to look where the grass is green-

er." There were sound, basic economic reasons, he said, for believing that "the supermarket should extend its lines and perform many of the functions which until recently have been considered the exclusive domain of the other members of the 'Big Six.'"

A THEN AND NOW!—When I came down to Washington, I was strongly opposed to many of these programs and thought they should be drastically reduced. I have been surprised to see how very general the demand is for federal assistance, even from those very people who condemn it in principle. I am sure that we went too far in the direction of federal supports and control under the preceding Administration, but it's impossible to turn the clock back.—Percival F. Brundage, Director of the Bureau of the Budget, upon arrival in Washington.

SANDWICHES, ASSORTED

Wafer-thin, one-bite size, Shaped like hearts or butterflies, Spread with dainty, exotic mixtures Of everything but the kitchen fixtures.

They're placed on lace on a crystal plate

And served for tea in Sunday state.

Hearty, generously whacked,
Whole, with the crunchy crust in-

Whole, with the crunchy crust in tact,
Thick with slabs of country ham,

With beef or cheese or home-made jam,

They're stowed in a lunch box for the hand

Of every workman in the land, And of schoolboys swinging on their way Down every lane in the U.S.A.!

-Ethel Jacobson



HOLSUM CONSTRUCTS OFFICE BUILDING—The Holsum Bakers of South Miami, Fla., have started construction of a \$500,000 two-story office building. The main floor will be offered on a rental basis to about 12 small shops and businesses, while the second floor will be finished as a large clubroom complete with a kitchen for civic groups and clubs of the Miami area. Eventually, when business warrants it, Holsum plans to build and occupy a third story of the new structure. Here, with a sketch of the building, is a photograph of J. P. Cash, president of Holsum Bakers, turning the first shovel of earth while city officials and others watch.

March of Food Science Poses Many Problems for Supers

MIAMI BEACH—The super market of 1965 will give the housewife a world in which ready prepared dinners will rival the flavor of home cooking—where new forms of preservation will drastically reduce spoilage of foods—where there is no freshfish—only frozen; where America's surplus farm products may appear as new and exciting juices, and where only the watermelon will resist the touch of science and progress.

These are among the predictions for the super market of 1965 made by industry leaders in a survey reported by William Applebaum, visiting consultant on food distribution, and David Carson, doctoral research fellow, Harvard Business School, to the management meeting of the Super Market Institute at the Americana Hotel here.

Mr. Applebaum, a former director of the national association of super markets and research director of top chains, built a composite picture of the super market of the future from opinions of industry leaders.

Small buildings and parking lots

Small buildings and parking lots will condemn many of today's super markets to extinction, according to the report. Few super markets built before 1945 will survive till 1965, most will close by 1960.

But one expert predicted that while

But one expert predicted that while as many as 2,000 obsolete super markets might close, the industry has an opportunity to build from 3,000 to 3,500 super markets with selling areas of from 12,000 to 15,000 sq. ft. The investment industry will sup-

The investment industry will support super market expansion plans, even though their low cost operations give them but small profits. But after 1960, money for expansion of super markets will be harder to get.

By 1965, super markets will be larger—and radically different even from today's giants. Parking lots and selling areas will be larger, but backrooms for preparations will be smaller, as irradiation, freezing and other techniques become more common. One expert pointed out, for example, that there will be less refrigeration, electronic checkout equipment, and more automatic handling of merchandise from carrier to shelves.

More and more concentrated foods, such as dehydrated products and powders to replace bulk liquids will be found on super market shelves, according to manufacturers.

There will be more and more advertising, but super markets are expected to continue to use newspapers as their major medium.

Many industry leaders see a new kind of salesman. Since machines will do much of the ordering, the salesman will become a field merchandiser, helping the super market to plant events and promotions.

INTEREST ACQUIRED

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LOUISVILLE — Controlling interest in the 37-year-old Jefferson Island Salt Co. has been acquired by Diamond Crystal Salt Co., St. Clair, Mich., according to a joint announcement by officials of both firms. Charles F. Moore, president and board chairman of Diamond Crystal, said that Jefferson Island will be operated as an independent division of Diamond Crystal, with the entire sales force and all office and factory employees being retained. The Jefferson Island product line and brand names will be continued.

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Cheesecake

We are having a problem getting our cheesecake moist enough. Can you recommend a good moist recipe? P. E., Mich.

Here is a formula which you may wish to try. This is somewhat richer than the one which you are making and also slightly more expensive. However, I feel that the increase in quality more than makes up for the increased cost if you want a good, moist cheesecake.

CHEESE CAKE (heavy type)

Cream together: 1 lb. 8 oz. granulated sugar

1 lb. 4 oz. butter

4 oz. starch

6 lb. cottage cheese which has been run through a fine sieve Then add:

1 lb. egg yolks

Stir in:

3 pt. sour cream

Beat light and then fold in care-

1 qt. egg whites 8 oz. granulated sugar

Add:

Vanilla to suit
Pour the mixture into pans lined with a short paste dough.

Short Paste Dough

Cream together:

1 lb. sugar 2 lb. butter

Add:

4 oz. whole eggs

Mix in: 3 lb. flour

Bake the cheese cakes at about

If desired, a few currants may be sprinkled on the cheese mixture before baking the cakes.

Angel Food Cake

What is wrong when angel food cake sticks to the pans and pieces are pulled out of the cake around the edges?—E. C. H., Md.

If the pans are not cleaned thoroughly in the corners sticking is very apt to occur, causing the tear-

ing that you mention.

We have also found that if the flour is not mixed in evenly there are certain weak spots in the batter which, when the cake has been moved, cause it to tear and stick to the pan due to lack of body in the

Fruit Cake

How do you keep light fruit cake saleable for extended periods of time?—W. R. M., Vt.

V V

Here are a few suggestions about keeping fruit cake:

1. It is necessary that the dried fruit be properly conditioned by soaking in water for a short period of time and then draining.

2. A small amount of steam

should be used in the oven during the baking. We find that we obtain excellent results by baking our fruit cakes at about 325-335° F. The baking time must be watched closely.

3. If you are not now using honey or invert syrup in your fruit cakes I would like to suggest that you replace about 10% of your sugar with either one of the above products. Both are known as "hygroscopic" ingredients, which means they have the ability to retain and also draw moisture.

4. To help eliminate the possibili-

4. To help eliminate the possibility of mold I would suggest that you use a mold inhibitor. This can be purchased from various supply

Sandwich Buns

We are interested in some help with production problems of the so-called 90 to 100% sponge for sand-wich buns.—J. P., Mich.

Here are some suggestions which

nay be of value to you.

1. As far as I know very few bakers a re making sandwich buns using the so-called 90 to 100% sponge. If there were any advantage we certainly would hear about it. I have been unable to locate anyone in this territory who is using the above procedure.

2. There is no advantage derived by creaming the malt, milk, short-ening, sugar and corn syrup prior to its entering the mixer. Quite some years ago a considerable amount of work was done on this but no ad-

vantage could be found.
3. It has been our experience that the dough should not be given a rest period before going through the

make-up equipment. It should be worked out of the way as fast as possible after being mixed.

Mocha Cakes

Can you help me obtain a good formula for mocha cakes?—J. F., Cal.

Here is a mocha layer cake formula that we have found produces a good product.

MOCHA LAYER CAKES

Cream together:

3 lb. granulated sugar 1 lb. 8 oz. shortening (emulsifying

type) 1 oz. salt

Mix together and add gradually:

2 lb. 4 oz. milk 12 oz. granulated sugar

Sift together, add and mix in until smooth:

3 lb. cake flour

2 oz. cocoa

1½ oz. baking powder Then add and mix in thoroughly: 2 lb. whole eggs

Fold in:

12 oz. ground nuts
Make into layers and cups. Bake
at about 350-370° F.
Note 1: For greasing pans, mix

together: 2 lb. shortening 1 lb. flour

½ lb. vegetable oil

Note 2: In the above cake formula from 1 to 3 oz. of instant coffee may be added if desired.

Bread

During the summer our bread is perfect. But in the winter, with the same formula, the bread shrinks. We use warm water to speed fer-

mentation. Can you advise us how to achieve some uniformity? - L. W.,

I am wondering if you may be taking your water too warm in order to bring the dough up to the proper temperature. If your flour is too cold it should be stored so that it will have a temperature of about 75-80°

If your difficulty persists I would like some information about your dough temperature and the fermentation time.

BREAD IS THE STAFF OF LIFE-

Fleischmann Promotes Two on Boston Staff

BOSTON—The Fleischmann Division of Standard Brands, Inc., has announced the promotion of Charles H. Goodnow from Boston branch manager to district sales representative and the promotion of Gustav Fleischmann III from assistant man-ager of the Boston branch to manager. Both appointments are now effective.

Mr. Goodnow, a native New Englander, is a graduate of Dartmouth and the AIB School of Baking. He joined the Fleischmann Co. in Boston in 1925 as an apprentice. His apin 1925 as an apprentice. His appointment as district representative will enable him to devote his time more exclusively to the service of both the bakery and institutional trades, the company states.

Mr. Fleischmann is a graduate of Princeton and the AIB School of Baktary He has been excepted with

ing. He has been associated with Fleischmann since 1950 when he joined the Chicago district as a

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

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Salerno-Megowen Biscuit Co. to **Build New Plant**

CHICAGO-The Salerno-Megowen Biscuit Co. will construct a new \$2,-500,000 baking plant at the north-east corner of Caldwell Ave. and Howard St. in Chicago, it was announced by George F. Salerno, presi-

Mr. Salerno said construction on the building, which will cover 256,000 sq. ft. on 14 acres of former farmland, has been started. Completion is expected to be in February or March of 1958, he said. The building will face west on Caldwell Ave. Mr Salerno said the new building will give the company twice as much space as it has at its present location, 4500 West Division St.

The plant will house the company's general offices, sales department, and laboratory as well as production, shipping and storage facilities. Expanded research facilities will be un-der the direction of Dr. Jaroslav Tuzar, the company's director of research.

The plant will provide a one-floor, continuous baking operation in producing cookies and crackers. "It will be as near to automation as we can come in the production of Salerno cookies and crackers," Mr. Salerno said. "The ingredients will enter the building at its northern end, pass through a 900-ft.-long oven area in a continuous process, and emerge as finished and packaged products at the far southern end of the building."

Four new ovens, with 300-ft.-long baking chambers, will be installed. They will be fed and discharged automatically and will have an endless steel conveyor running the length of the baking chambers. There will be provisions for the internal addition of two other oven production lines, and the external expansion of another pair of oven lines at a later date into a 50-ft, area at the rear of the building.

Production tonnage is expected to increase 85% as soon as the new ovens are placed in operation, Mr. Salerno said. He emphasized that the new plant will have one of the most highly developed materials handling systems in the industry, and this will

contribute to the sharp increase in production. New features which will provide for automatic and electronically controlled handling of chocolate, flour and other ingredients will add greater efficiency and ease to the production, he said.

The present plant will not be closed, Mr. Salerno said. There will be a slow transition and no employee will be out of work, he added.

The company is a family held corporation, owned by the Salerno and Megowen families. The Megowen family also operates the Educator Food Corporation, Lowell, Mass.

In addition to 18 truck docks at the south end and a truck receiving dock at the north end, the new Salerno-Megowen plant will be served by a spur from the Milwaukee Rail-road. It will have a five-car inside spur line, with room for five more cars outside.

Employee parking areas will be provided at the north and south ends, and a visitors' parking area will be at the center of the building, adjacent to the main entrance.

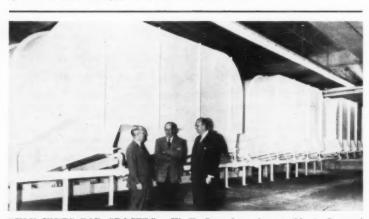
NEW SALES DIRECTOR

CLEVELAND — Elmer L. Weber, general sales manager for the packaged products division of Durkee Famous Foods, became director of sales and advertising for the Miami Margarine Co. in Cincinnati recently.

The appointment of Mr. Weber to his new position was announced by Carl Heidrich, president of the Cincinnati concern, in a joint announcement of the acquisition by Miami Margarine of the Norwalk, Ohio, and Iron Street, Chicago, table margarine and salad products operations of the Durkee Famous Foods Division of the Glidden Co.

The sale includes licensed use of brand names of Durkee's table mar-garine and salad products as well as various other brand names owned by Durkee. Terms of the transaction were not disclosed.

Glidden will retain all of its refining facilities for production of bulk shortenings, specialty edible oil products and refined oils for sale to bakers, food processors, and mass-feeding establishments. These bulk sales constitute nearly three-fourths of the sales volume of Glidden's Durkee Division.



BULK UNITS FOR GROCERS - W. F. Gossadge, vice president, Grocers' Baking Co., R. E. Clayton, International Milling Co., and Kenneth Hikes, president, Grocers' Baking Co., discuss the recently completed bulk flour installation at Grocers' Lexington, Ky. plant. They are standing beside the three bulk flour storage bins, each with a capacity of 100,000 lb. flour. The system is complete with pneumatic handling from the bins, through the sifters and holding tank, and finally to the mixers. An electric control panel regulates the flow of flour throughout the system. The systems were designed and supervised by International Milling Co. engineers. Earlier, Grocers' Baking Co. completed a bulk flour installation at its Louisville plant. Similar installations are contracted for in the Bowling Green, Paducah and Owensboro, Ky., plants.



John M. Harrison

SALES REPRESENTATIVE - John M. Harrison has joined the staff of Blaine Thompson Brokerage Co., Dallas, Texas. Blaine Thompson represents Sterwin Chemicals, Inc., New York, in the Southwest. Well-known in the baking and milling industries, Mr. Harrison will call on flour and feed mills, bakeries, meat packers, flavoring and margarine manufac-turers and the general food trade. Prior to joining Blaine Thompson, Mr. Harrison was sales manager of Bewley Mills, Inc., Fort Worth.

Bakery Engineers Send Secretary to Meeting Of British Affiliate

CHICAGO - The British Chapter Affiliate of the American Society of Bakery Engineers became legally possible March 5 when the members of the society voted unanimously to add a new Article XI to its constitution and bylaws. This new article provides for the establishment of affiliated organizations in "an overseas country, dominion, territory or integrated geographical" area provided at least 40 individuals in the area qualify under the specifications set forth in the article. A copy of the revised constitution and bylaws of the society has been sent to all members.

On April 30 in London, England, the British group, which has been functioning for almost two years while negotiating with the society for legal status as an affiliate, held its annual meeting.

Recognizing the importance of this development of the bakery engineers, its executive committee voted to send its secretary, Victor E. Marx, to the London meeting to officially represent ASBE on that occasion and to proclaim the British chapter affiliate a legally recognized affiliate of the society.

BAKERY SALES INCREASE

WASHINGTON—On a percentage basis, the dollar volume sales in bakery product stores in the U.S. during February of 1957 was unchanged from February of 1956, but decreased 6% from January of 1957, according to a monthly retail trade report of the U.S. Department of Commerce. Dollar volume sales for the first two months of 1957 were up 1% over the same period of last year.

FORMULAS

(Continued from page 19)

up. Then add a little vanilla flavor. Ice the cakes and place a few whole pecans on top.

PECAN PIES (No. 1)

qt. Karo dark syrup

1 lb. 8 oz. sugar ½ pt. honey

1 pt. water

12 oz. pastry flour Vanilla to suit

1 lb. 3 oz. whole eggs

Bring syrup to a boil. Thicken with water, honey and flour. Cook well. Add sugar and salt and allow to cool. Then add eggs and vanilla.

Fill into shells. Top with pecans. Bake at about 400° F.

PECAN PIES (No. 2)

Mix together:

12 oz. sugar

1/2 oz. salt

½ oz. starch

Add and mix in:

1 lb. butter

Then add:

1 lb. 8 oz. whole eggs

Stir in thoroughly:

8 lb. corn syrup

Place 4 or 5 oz. pecans on the bottom of a number of 9 in. unbaked pie shells. Pour the filling on top. Bake at about 370° F.

PECAN DELIGHT COOKIES (Stamp Type)

Cream together:

4 lb. brown sugar 2 lb. 8 oz. shortening

1 lb. butter

1¼ oz. salt

2 oz. soda

2 lb. 4 oz. macaroon coconut

Vanilla and maple to suit

Add gradually:

14 oz. whole eggs

Sieve, add and mix in:

5 lb. 4 oz. pastry flour 1 lb. 8 oz. chopped pecans Bake at about 360° F.

PECAN DATE QUICK BREAD

Mix together:

12 oz. granulated sugar

12 oz. shortening

34 oz. salt

% oz. soda

Stir in:

1 pt. honey

Then add:

4 lb. milk

Mix in: 1 lb. 4 oz. chopped pecans 1 lb. 4 oz. chopped dates

Sift together and mix in: 4 lb. 8 oz. flour

1/2 oz. cream of tartar

Deposit into greased loaf cake pans and bake at about 360° F.

PECAN MUFFINS

Cream together:

1 lb. granulated sugar 6 oz. shortening

3/4 oz. soda

34 oz. salt

Add gradually:

8 oz. whole eggs

Stir in:

1 pt. light molasses

Add:

2 lb. milk

Sieve together and add:

2 lb. 4 oz. bread flour 1½ oz. baking powder

Then add:

12 oz. bran 1 lb. chopped pecans

Deposit into greased muffin or cup cake pans. Bake at about 375° F.

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Pillsbury Hails Turbo Process As Major Industrial Advance

MINNEAPOLIS - Pillsbury Mills, Inc., has announced what it describes as the first major break-through in flour milling technology since the introduction of steel rollers and purifiers in the 1870s. Hailed by Philip W. Pillsbury, chairman of the board, as "the first major improvement in flour milling in the past 75 years," the exclusive process may have as sweeping effects on the industry as did the improvements in grinding and purifying which made Minneapolis the flour milling capital of the world late in the last century.

"Announcement of the new process was delayed to insure adequate patent protection," George Porter, Pillsbury attorney, pointed out. "Application for broad patent rights covering use of the process both in the U.S. and abroad are now far enough along to permit a public announcement."

Mr. Porter stated that "the patents should give Pillsbury exclusive rights to the new process, regardless of the kind of equipment used."

Pillsbury milling technicians refer to the new process as "turbo grinding and turbo separation." The new process, they said, uses an unusual appli-cation of the air vortex principle to create man-made "hurricanes" in

which flour particles are reduced and separated.

Using the process, Pillsbury has re-ported it has been able to produce entirely new kinds of flours, differing chemically and physically from any flours produced by conventional milling methods.

John P. Snyder, Jr., production vice president, has explained the new products in this way: "Ordinary flours are not homogeneous; they contain a wide range of particle types which have different physical, chemical and baking characteristics. Through our baking characteristics. Through our new process we are able to separate particles which have properties es-pecially suited to bread baking, others which have excellent cake baking properties, and so forth. As a result, we are able to tailor-make flours for each baking requirement."

Mr. Snyder pointed out that conventional milling processes can produce flours for special baking purposes. "But these flours, usually created by blending wheats prior to milling, contain some inseparable fractions which are not suited to specialized baking purposes," he said. "We are now able to mill special purpose flours with a uniformity never before

possible.
"Most important for the miller,"
Mr. Snyder continued, "we are no

longer entirely dependent upon wheat blends and crop changes to produce desired baking properties — we can mill these uniform, high quality flours from wheats of varying characteristics.

Mr. Snyder pointed out that Pillsbury is now producing flour on a commercial basis with a protein content above 20%. "This high protein content is a result of the milling method," Mr. Snyder said. "No dried libtor, or substances not priginally. gluten or substances not originally found in the wheat kernel have been added." The flour also has a low ash content, characteristic of short patent bakery flours but unusual in high protein flours, he said.

Pillsbury said the new process is the result of many years of research in the company's Minneapolis milling development laboratories. Pillsbury began experimenting with the process shortly after World War II. Turbo mills have been operating on a production basis since 1953 in some of the company's plants. A \$300,000 turbo milling installation is to oper-

ate at the Enid, Okla., plant.
The company credits Tibor Rozsa,
director of milling development, with spearheading research on the project. Also named in patent applications are C. G. Harrel, Arlin Ward, Ralph Grac-

za and Truman Manning.
Pillsbury has announced it intends to market on an exclusive basis a number of products made under the new process for the benefit of the bakery trade and other industrial BREAD IS THE STAFF OF LIFE-

Takes Position On GMI Staff

has joined the advertising staff of General Mills, Inc., and became manager, marketing services for advertising. His appointment was announced by James S. Fish, vice president and director of advertising for the com-

Mr. Ratner has been vice president and member of the board of directors at Campbell-Mithun Advertising Agency, Minneapolis. At GMI, he will supervise the market analysis department, the Betty Crocker enterprises and specific phases of the home serv-ice department's activities.

Prior to joining Campbell-Mithun, Mr. Ratner had been with the Meredith Publishing Co. of Des Moines. He began in editorial research, advanced successively to the positions of director of editorial research and editorin-chief of Better Homes & Gardens magazine. In World War II, he served a communications officer in the U.S. Navy and held the rank of lieu-

His pre-war experience includes the positions of director of market research and, later, director of advertising for Deep Rock Oil Co. Mr. Ratner is a graduate of the University of Chicago school of business and holds an MBA degree from that school.

EAD IS THE STAFF OF

Joseph E. Ratner

MINNEAPOLIS-Joseph E. Ratner

tenant commander.

Frank Rushton, Former **Bakery Executive, Dies**

KANSAS CITY - Frank Rushton, 76, former executive with the George Rushton Baking Co., Kansas City, died recently at Bethany Hospital.

Born in Manchester, England, Mr. Rushton worked with his brothers in the plant established by their father in 1888. At one time branch bakeries were established in Wichita and Omaha. The bakeries in Kan-

Pillsbury Data On New Process

Here is a copy of the fact sheet which Pillsbury Mills, Inc., has provided on its new turbo milling process:

part operation consisting of "turbo grinding" and "turbo separation."

2. The process makes use of the phenomenon referred to by cereal scientists as "protein shift" to refine ordinary flours into a number of commercial components, including ultra-high protein flours for use in making breads and rolls.
3. Conventional grinding and

sifting equipment produces flour from hard spring wheat with an average particle size of 90 to 100 microns. Pillsbury's new process can produce flour com-mercially in the sub-sieve particle range. Separation of the fine-sized particles produces the phenomenon called "protein shift." These particles are far higher in protein content than the larger size particles produced by conventional milling equipment.

4. Pillsbury's new turbo separator makes it possible to separate particles one sixth the size attainable with the finest silk screens.

5. The new process can produce flour with a protein content above 20%. The company has not revealed the top protein range attainable.

6. Protein is among the most important nutritional ingredients. High protein foods command premium prices in the market. Wheat is one of the cheapest sources of high protein food: but with conventional milling equipment it has been impossible to concentrate the protein content of the wheat erry and deplete it of starch. The new Pillsbury process will enable men to tap this rich source of low-cost protein. This could have far-reaching impli-cations for less prosperous areas of the world where high-protein foods are at a premium, as well as for areas which produce large quantities of low-protein

7. For American bakers, the new high protein flours have important practical applica-tions. In combination with standard patent flours, they result in better volume, more attractive and elastic crust, more symmetrical loaves, and easier machining. With the swing to automation and mechanization in the baking industry, protein content becomes especially im-portant, since high protein flours produce the dough tolerance required in automatic handling.

sas City, Kansas and Omaha were sold in 1946, and the Wichita plant is leased to the Fleming Grocery Co. At the time of his death he was president of the Kansas City, Kansas, board of education and had served that board 26 years.

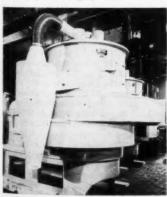
Mr. Rushton was a past president of the Kansas Bakers Assn. and the National Association of Wholesale Pie Bakers, as well as civic groups. His two brothers survive him.

Beevo, From Turbo Milling, Available in Small Amounts

MINNEAPOLIS — Pillsbury's new milling process has far-reaching implications for bakers, according to George S. Pillsbury, vice president, Pillsbury Mills, Inc., bakery products

"We have yet to explore fully the wide range of new possibilities which our turbo milling process opens up for the baking industry," Mr. Pillsbury said. "However, we believe the proc-ess will play an important part in solving many technical problems facing bakers today."

Mr. Pillsbury went on to point out that the turbo milling process has produced a product, Beevo, which has already proved highly useful to bak-



NEW EQUIPMENT -- Totally new equipment had to be designed and constructed by Pillsbury milling technologists to convert the results of laboratory experiments into a new commercial process. Turbo separators like this one are now being manufactured in the company's Minneapolis plant under license from Microcyclomat Co., Minneapolis.

ers. "In fact, the demand for Beevo currently exceeds supply," Mr. Pills-bury commented. Bakers who have tried the new turbo milled flour in their plants report it to be an unusu-ally "strong" flour, offering many practical benefits, he said.

According to bakers, Mr. Pillsbury reported, combining Beevo with standard patents results in better volume, strong but more tender crusts, more symmetrical loaves and easier machining. Mixing tolerance is high. Makers of hamburger and wiener rolls, he said, have found that using Beevo in their formulas helps rolls stand up better in the steamer and reduces hinge breakage.

Discovery of Beevo's effectiveness as a reserve or regulator flour for "beefing up" weak or sticky doughs gave dramatic proof of the unusual strength of the new flour, Mr. Pillscontinued. Bakers found they could correct doughs which for some reason produce too little volume by replacing a small percentage of their regular flour with Beevo.

The strength of Beevo comes partly from its exceptionally high protein content, Mr. Pillsbury said, believed to be higher than any other naturally milled wheat flour on the market. It can be used effectively to increase protein content of specialty loaves, he added.

Beevo's high protein count is a result of the milling method—no dried gluten or substances not originally found in the wheat kernel have been added, Mr. Pillsbury said. Beevo also has a low ash content, characteristic of short patent bakery flours but unusual in high protein flours. Low moisture content, also a result of the milling process, means more flour, less water in every bag of flour.

Rigid Control of Cost Factors Vital To Bakery Profits, Assembly Told

By GEORGE W. POTTS

READING, PA .- Rigid control of every cost factor is essential for a profit structure in the baking busi-ness today, John A. Wagner, assistant director of bakery operations for the American Stores Co., Phila-delphia, told the eighth annual assembly on bakery production and sales, held here recently under the sponsorship of the Allied Trades of the Baking Industry, Inc., Pennsylvania Division No. 4.

Mr. Wagner noted that despite increased sales many bakers are making less profit, pointing out that higher prices are not the only answer, but that controls on labor and operating costs are keys to business success. "The baker is limited, more or less, on the price he can ask, and he must watch other expenses, too, he said.

In this connection Mr. Wagner indicated that "the philosophy which says 'As long as sales are good profits will be there' no longer holds true. The old, outmoded expression should be given a new slant so it reads 'profitable' sales are the life-blood of business," he declared.

Stressing that "cutting quality is the first step in going out of business," Mr. Wagner called on the bakers to set up controls to make certain that ingredients called for actually go into the product. He recommended that controls be up on ingredients used and their cost; new systems designed to save space and labor be investigated; a program set up whereby scales are checked on a regular basis, and ingredients checked for weight on receipt at the bakery.

Touching on wrapping expense, Mr. Wagner cautioned the bakers to watch excessive overlap, adding that there is no need for more than one inch with cellophane and one and one-half inches for other wrapping materials. He further recommended keeping rewraps at a minimum and keeping a record of the number of loaves of each type wrapped daily, and a tabulation of the pounds of paper used.

Mr. Wagner termed excessive help and needless overtime "a terrific factor in the profit picture," and an automatic setup capable of saving automatic setup capable of saving up to 1,000 lb. per man every hour. He called "systematic scheduling" a must if the baker wants to keep profits in line, and urged following the labor pattern to the letter as an excellent means of checking labor

Check Production

Mr. Wagner advocated close checks so that definite production schedules are set and met. "Run a good, tight schedule exactly as planned," he urged. He also noted that finishing must be synchronized with oven production.
In conclusion, he noted that bak-

ers have nothing to worry about in a profitable, successful operation for a long time to come provided they continue to offer quality baked foods, to set up efficient controls and keep a sanitary shop.

The price picture was further aired by E. J. Sperry, publisher of "Sperry's Personal Opinion," Chicago, in an address offering humor, a thumbnail history of the baking in-dustry in the past 50 years, and sharp barbs aimed at bakers intent on producing "cheap bread" at any business cost.

Mr. Sperry visualized that "within a short time there are some rather drastic surprises in store," if some if some continue to follow current business patterns. "If you continue putting cheap bread on the racks that is all that there will be to buy, and all you will have accomplished will be

a price reduction," he declared.
Pointing out that "anyone can
make bread but it takes brains to
sell it," Mr. Sperry noted that historically there have been two classes of bakers, "one selling good, branded bread at a profit and another who thinks he can sell at a loss and stay in business."

Twisting an old adage, Mr. Sperry quipped that "time wounds all heels," and observed that "there is no point reasoning with a 'cheap baker,' because, if he had any brains, he wouldn't be baking cheap bread."

M. J. Swortfiguer, director of the bakery division of the American Dry Milk Institute, St. Louis, discussed hi-protein and buttermilk bread outlining formulas and production pro-

He noted that the demand for protein bread was due to consumer appreciation that "bread is food and good bread is good food." It is made for and sold for nutritive value, he contended, urging the bakers to "tell the consumer about its nutritive val-

As an illustration of the growing popularity of buttermilk bread, Mr. Swortfiguer noted that sales of buttermilk solids to bakers had grown from 5 million lb. in 1952 to 16 million lb. in 1956.

Mr. Swortfiguer noted that butter-milk solids had practically the same content as non-fat dry milk solids and refuted the claim made by some that buttermilk contains an acid that will lead to sourness in the loaf.

He cautioned the bakers to make certain their supplier was reliable, as a poorer grade can cause production problems.

Regarding labeling, he told the bakers that the product cannot be

designated as "enriched buttermilk bread," but must be called "enriched bread made with buttermilk."

In a presentation titled "New Ideas For Sweet Rolls," F. H. Seelinger, Procter & Gamble, Boston, stated that bakers' interest in sweet goods is apparently growing. He said that a good display of sweet goods is appealing and difficult for the shopper to ignore. However, just to look good is not enough, he declared, indicating they must also have good eating and keeping qualities. He advocated one pound of shortening to one pound of sugar per quart of dough for good tasting products, and recommended that all ingredients be placed in the mixer at the same time. Short or long mix is a matter of the baker's choice, Mr. Seelinger added. He said his own choice of mixing is to continue until the batch "dries up or cleans up in the mix-

Mr. Seelinger told the bakers that they would get greater tolerance and a better product by running a rich rather than a lean dough. Mr. Seelinger gave the bakers a

packet of 16 formulas for National Retail Bakers Week, and illustrated the finished products with a series of colored slides. The formulas included chiffon cake, devil's food cake, coffee cake, streussel, rolls, muffin, date-nut bread, banana bread and apple blossom pie.

In conclusion, Mr. Seelinger advised the bakers to make good sweet dough, good fillings (about 25% filling in any filled coffee cake), finish the products as attractively as they can, and "put a price on it that will assure a profit."

Discussion Panel

The program was rounded out with the annual sales and production panel session with Bernard Schmidt, Capital Bakers, Inc., Harrisburg, Pa., acting as moderator.

The panel featured Mr. Swortfig-uer, Mr. Seelinger, Mr. Wagner and Mr. Sperry; Ralph Chantler, Chant-ler Baking Co., Butler, Pa., president of Pennsylvania Bakers Assn.; Theodore Staab, secretary PBA; Samuel

K. McConnell, Jr., U.S. congressman from Winnewood, Pa.; Walter Clip. sold, Clissold Publishing Co., ington, and Ken Souser, Philadelphia legal counsel of PBA.

L. M. Cleland, Wesson Oil & Snow drift Sales Co., Philadelphia, was the recipient of the Allied Man of the Year award. The award was presented by J. K. Kooker, Pillsbury Mills, Inc., Philadelphia, president of Pennsylvania Division No. 4, ATBI

meeting concluded with a cocktail party with Pennsylvania Division No. 4 allied tradesmen acting as hosts.

Series of Books On Radiation Available

WASHINGTON-The Quarter. master Food and Container Institute for the Armed Forces has supplemented its bibliographic series on radiation sterilization of foods with two new volumes just released to industry through the Office of Technical Services, U.S. Department of Commerce.

These publications were prepared to keep researchers abreast of the rapidly growing literature on the effects of ionizing radiation in the treatment for extended storage life of flour, meats, dairy products and vegetables.

Volumes just released are: PR 111636 S-2 Bibliography on Ionizing Radiations, Supplement No. III and Subject Index—Part I, June 1956, 250 pages, \$4.50; and PB 111636 S-3 Bibliography on Ionizing Radiations, Supplement No. III and Subject Index—Part II, June 1956, 119 pages, \$3. They may be ordered from OTS, U.S. Department of Commerce, Wash-

Earlier volumes in the series, also

Earlier volumes in the series, also available from OTS, are:
P8 III634 Radiation Sterilization—Review of Literature in Selected Fields, February, 1955, 7 pages, \$2.
P8 III635 Bibliography on lonizing Radiations—Part I, May, 1954, 266 pages, \$4.5.
P8 III636 Bibliography on lonizing Radiations—Part II, May, 1954, 260 pages, \$8.
P8 III6365 Bibliography on lonizing Radiations, Supplements No. I and II, August, 1955, 537 pages, \$11.
P8 III6375 Subject Index on lonizing Radiations—Part III, June, 1954, 281 pages, \$7.95.
P8 III6375 Subject Index on lonizing Radiations, Supplements No. I and II, August, 1955, 161 pages, \$4.25.

the

rich

C. F. Rock Named Sales Manager of **Cushman's Sons**

CHICAGO - Appointment of Charles F. Rock as general sales manager for Cushman's Sons, Inc., 43-82 Vernon blvd., Long Island, N. Y., has been announced by American Bakeries Co., of which Cushman's is a division. Mr. Rock replaces Herbert Johnson, who will remain with the company on a consulting basis until his retirement March 1, 1958. At that time he will have been with Cushman's Sons for 48 years.

Mr. Rock, before joining Cushman's, was an account manager, frozen food broker and in charge of sales and merchandising plans for H. C. Boerner Company, Inc.

Prior to that he served as eastern divisional manager for Morton Packing Co., as a divisional manager for Taylor-Reed Corp., and in various managerial capacities for Gristede Bros., Inc. In all, Mr. Rock has had 22 years sales and merchandising experience in the food industry.



PRODUCTION CLUB SPEAKER—The Greater St. Louis Bakery Production Club recently gave one of its meetings the title "Today's Problems of the Retail Baker," and engaged speakers to elaborate on the theme, Among the speakers were Lowell Iler, seated at the left, and Frank Hodgson, seated in the center. Club members in the picture are William Ward, secretary, standing at the left, Barney Gavin, president, standing at the right, and Dick Bruwk, program chairman, seated at the right.

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Family Diets Today' Discussed At Conference on Nutrition

For the present the job of nutrition education appears to be a continuing one among high as well as lower income groups in our population, Dr. Faith Clark said before the Nutrition Education Conference meeting recently in Washington. Dr. Clark of the U.S. Department of Agriculture's Institute of Home Economics, spoke on "Family Diets Today" at the first session of the conference.

Nutritionists do not expect improved incomes to do all the job of raising dietary levels, Dr. Clark said. Although people spending more for food are more likely to have good diets, USDA surveys show that even at higher income levels there are many families whose diets do not provide recommended levels of all nutrients.

Comparisons between 1948 and 1955 surveys reveal, Dr. Clark said, a one-quarter rise in food expenditures of urban families, but relatively little improvement in the nutrient content of their diets. Approximately the same proportion of urban households were eating recommended amounts of calcium, vitamin A, thiamine and riboflavin in both years. Due to increased consumption of meat, poultry and fish, dietary levels of protein, iron and niacin had risen by 1955. However, she said, a shift in the pattern of household consumption of fruits and vegetables resulted in a lowering of ascorbic acid (vitamin C) levels.

Dr. Clark emphasized that, although it is possible to obtain a nutritionally adequate diet on much less money than today's average family spends, people in all income groups need help in improving food habits. This would remain true, she said, even if economic conditions grew more favorable.

Higher income levels would affect the nutrition educator's job, Dr. Clark said. A nutrition program in a period of prosperity would not need to emphasize protein or niacin, because when Americans have more money to spend for food they tend to buy more meat and other foods rich in these nutrients. However, thiamine would need increased emphasis, because the high income diet is likely to contain less of such thiamine sources as grain products and pork. Although high income levels would probably bring more calcium and ascorbic acid into family diets through increased consumption of milk. fruits and vegetables, these vita' nutrients would still need stress in nutrition education programs.

Today, because of higher incomes and the greater variety of foods on the market, homemakers have a wide opportunity for food choice. This provides an increasing opportunity for improving and extending consumer education, Dr. Clark said. Although families whose incomes limit their purchasing power may need special help, she sees the nutrition educator's job as extending to all families regardless of income.

Nutrition education must be a continuous process, suited to the needs of the individual throughout his life, according to four authorities in the field of nutrition who spoke at a

symposium during the second session of the conference.

Speaking on nutrition of pre-school children, Dr. Miriam Lowenberg, head of the department of food and nutrition at Pennsylvania State University, stressed the need for coordination between professional personnel who work with young mothers. She felt that child psychology and infant feeding should be given greater stress in medical training courses, and that up-to-date nutrition information and materials should be made available to the medical profession and workers in related fields.

Special Emphasis

Dr. Lowenberg suggested that nutrition educators put special emphasis on helping young mothers understand the great variance in children's growth and eating patterns. Although she noted that new mothers are especially receptive to nutritional teachings, she stressed the importance of a continuing program of education.

Children in the elementary grades, said Dr. Willa Vaughn Tinsley, dean of home economics at Texas Technological College, should be taught more for habit formation than for information. School teachers exert strong influence on children at this age, she said, and their training should include a background of nutritional knowledge. Educators can use the child's natural interest in food to help him build good eating habits. They should teach elementary

children in terms of simple concepts, stressing the immediate benefits of healthful eating, Dr. Tinsley advised. These children are interested in fast growth, and showing them the connection between good eating habits and growth can convince them of the values of sound nutrition, she suggested.

suggested.

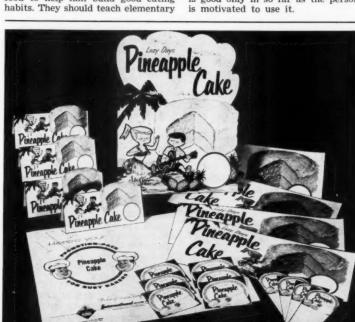
Framework for a nutrition education program should be formed by knowledge about the people with whom it is concerned, said Dr. Ercel S. Eppright, head of the food and nutrition department of the home economics division, Iowa State College. Discussing methods of teaching adolescent children, she said that, although teenagers are not interested in future predictions, they can be interested in good diet as it influences good health, looks, and growth.

Nutrition education for this age group should be aimed at building good attitudes and a long term philosophy toward foods, rather than at troubleshooting for the problems in teenage eating habits, Dr. Eppright felt.

right felt.

Adult nutrition education, according to Miss Mary Egan, senior public health research nutritionist with the New York State Department of Health, is centered around helping people to help themselves. She stressed the importance of a flexible and adaptable nutrition program, based on understanding of people's living habits as well as of their dietary habits.

The education level of the homemaker has been shown to be a factor influencing the family dietary level, Miss Egan noted. However, she said, mere presence of information is good only in so far as the person is motivated to use it.



PROMOTION KIT—The International Milling Co. has made available to bakers several new, colorful display pieces as part of its pineapple promotion kit, one of six product promotion kits in International's new "Promotion Pack for Busy Bakers." The five other kits, all containing similar display material, feature sandwich buns, Dutch apple pie, English toffee cookies, festival cake and lemon pie. These promotion kits will be mailed approximately every other month during the year. The major pieces are in full color, for maximum appetite appeal in the attractive food subject illustrations. Bakers can subscribe to this promotion service at any time during the year and be assured of receiving the complete series of six. For details write "Promotion Pack," International Milling Co., Minneapolis.



SANDWICH BOOKLET—A new 20-page booklet, "Turn to Sandwiches," is being made available to subscribers of the Bakers of America Program of the American Bakers Assn. as a promotional piece for use in advertising programs and as a giveaway by retail outlets. The booklet contains a long list of sandwiches for many purposes, suggestions for serving, and sandwich arrangements. Information about obtaining copies may be had by contacting the Consumer Service Department, American Institute of Baking, 400 E. Ontario St., Chicago 11.

AIB Sandwich Booklet Ready For Bakers

Announcement of a new recipe booklet, "Turn to Sandwiches," makes its debut this month as bakers turn their attention to promotion and advertising activities for "July is Picnic Month." The publication of this 8x10-inch booklet climaxes two years of planning, testing, selection of recipes and preparing of sandwich information. "Turn to Sandwiches," dramatically presented in four colors, meets the demand of bakers for a glamorous, low-cost, comprehensive merchandising aid for this versatile food. Sliced breads featured are enriched, whole wheat, wheat and rye. Also spotlighted are French and Vienna breads, frankfurter rolls and hamburger buns.

This latest release of the Consum-

This latest release of the Consumer Service Department of the American Institute of Baking is designed with an eye to year around use as a sales promotion tool. Included are sandwiches for every occasion from breakfast to the informal party. Four pages are devoted to the outdoor picnic. "Take Alongs," or sandwiches for the carried lunch, as well as special party sandwiches are highlighted. Announcement of the publication of "Turn to Sandwiches" was made

Announcement of the publication of "Turn to Sandwiches" was made at the recent board of governors meeting of the American Bakers Assn. at Hollywood Beach, Fla. Sample copies of the booklet, along with order blanks, have been mailed to Bakers of America Program subscribers. Bakers interested in purchase of "Turn to Sandwiches" can obtain information on prices and other details by writing the Consumer Service Department, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

ANNUAL SPRING DANCE

Announcement that annual spring dance sponsored by the Northwestern Chio Master Bakers Assn. will be held at 9:30 p.m. May 18 at the K of C Hall, 4256 Secor Rd., Toledo.

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No. 1—A. R. Fleischmann, Standard Brands, Inc., New York, addresses the business meeting of the Southern Bakers Assn. convention at the Vinoy Park Hotel, St. Petersburg, Fla., March 28-30.

No. 2—O. L. Allen, vice president and manager, Flowers Baking Co., Inc., Jacksonville, Fla., is presented with an SBA lapel pin by Benson Skelton, president, SBA.

No. 3—William P. McGough, McGough Bakeries, Inc., Birmingham, Ala., chairman of the board, left, presents Roy R. Peters, Butter-Krust Bakeries, Inc., Lakeland, Fla., retiring chairman, with a gift from SBA. Mrs. Renson Skelton is seated in front of them.

No. 4—F. B. Evers, Sr., American Bread Co., Nashville, Tenn., president of SBA in 1927, pays tribute to deceased members.

No. 5-Mr. Peters presents the chairman's gavel to Mr. McGough.

No. 6—The board of trustees, SBA University Fund, Inc., meets. Left to right are Jodean Cash, Fuch's Baking Co., South Miami, Fla.; E. L. Harding, Winston-Salem, N.C.; Mr. Fleischmann; George G. Grant, American Bakeries, Atlanta, Ga.; R. H. Bennett, Criswell Baking Co., Atlanta; Mr. McGough; Mr. Skelton; Leland P. Holley, Standard Brands, Inc., Atlanta; Mr. Peters; and Brooks Pearson, Jack Rushin-Brooks Pearson, Atlanta.

No. 7—Here is the board of governors in session. Seated, left to right, are Mr. Bennett; Mr. McGough, Mr. Peters and F. B. Evers, Jr., American Bread Co., Nashville. Standing are James E. Swan, Jr., Claussen Bakeries, Inc., Augusta, Ga.; Howard Ellison, Modern Bakery, Inc., Harlan, Ky.; Mr. Skelton; Ralph Ward, Columbia Baking Co., Atlanta; R. W. Westerstrom, Lee Baking Co., Atlanta; Donald Smith, Smith's Bakery, Mobile, Ala.; Robert H. Jennings, III, Palmetto Baking Co., Orangeburg, S.C.; Roy Allen, Flowers

Baking Co., Jacksonville, Fla.; and Anthony Wolf, William Wolf Baker, Inc., Baton Rouge, La.

No. 8—Mr. Skelton and Mr. Ward chat with Lloyd Bost, Bost Bakery, Inc. Shelby, N.C., at the Florida orange juice bar.

No. 9—This group is having a pre-convention get-together at the Columbia Restaurant, Ybor City, Fla. Left to right are Cesar Gonzmart, master of ceremonies at the restaurant; Mr. Skelton; Mr. Holley; Mrs. Skelton; Cesar Medina, Holsum Bakers, Inc., Tampa, Fla.; Mrs. Peters; Raymond Diaz, Holsum Bakers; L. O. Miller, J. R. Short Milling Co., Decatur, Ga.; Mrs. Diaz; Walter Warwick; Mrs. McGough; Miss Esther Medina; Mrs. J. C. Granda, chairman of the ladies activities; Mrs. Medina; Mrs. Holley; Mr. McGough; Mr. Peters; and J. C. Granda, Holsum Bakers, general chairman of the convention.

No. 10—George N. Graf, Quality Bakers of America Cooperative, Inc., New York, and Head Loafer of the Royal Order of Loyal Loafers, addresses the gathering at the allied breakfast.

No. 11—Among those seated at the head table of the convention banquet are left to right, Mr. McGough, Mrs. Skelton, Mr. Peters, Mrs. Granda, Mr. Fleischmann, Mrs. W. Hugh Adcock and Mr. Holley.

No. 12—Others at the head table are, left to right, Mrs. Holley, Mr. Bennett, Mrs. Fleischmann, Mr. Granda, Mrs. Peters, Mr. Skelton, Mrs. McGough, Warren Whitney, James B. Clow & Sons, Inc., Birmingham, Ala., and W. Hugh Adcock, Corn Products Sales Co., Atlanta, the toastmaster.

No. 18—Paul Nobert, H. C. Brill Co., Greensboro, N. C., retiring allied president, shows the gift suitcase he received from his fellow members.

No. 14-Mr. Whitney delivers his address on "The Seventh Inning Stretch."

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The Fleischmann report shows that 25.1% of the families in the na-

tion buy pie. 35.6% of them buy at a chain grocery and 29.8% buy it at a retail bakery. The independent supermarket and grocery accounts for 23.1%, the house-to-house bakery 6.9%, the delicatessen 1.4% and all other outlet accounts for 3.2% of dollars spent for pie. When the percentage of dollars spent for fruit pie is classified by preparation, 77.3% is spent for the ready-to-eat varie-

ties. Brown-'n-Serve accounts for 1.8%, the unbaked refrigerated va-

riety 3.2% and frozen pies are now accounting for 17.7% of the money

BULK SHORTENING TANKS

ing equipment by Liquimatic Systems, 2657 Short St., Los Angeles, are being made for Haggard Biscuit Co., San

Antonio; Jersey Farm Baking Co., Detroit; Jewel Tea Co., Chicago; Ralph's Grocery Co., Los Angeles;

Mrs. Baird's Bakery and Gladiola

Strong, Bakers' Patents

SPRING PILOT

KANSOTA

KANSAS PILOT

LOS ANGELES—New installations of bulk shortening tanks and meter-

spent for fruit pies.

Biscuit Co. in Dallas.

v25-5

The Choice of the Finest Hard Wheats
The only mill in this great terminal market, Universal consistently offers:

BETTER HIGH PROTEIN SPRING WHEAT FLOURS DULUTH UNIVERSAL

MILLING CO.

Buluth, Minnesula

Evans Milling Co., Inc. INDIANAPOLIS. IND., U. S. A.

Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

ACME RYE

A HIGH QUALITY WISCONSIN RYE FLOUR All Grades

FISHER-FALLGATTER MILLING CO. WAUPACA, WISCONSIN

WAUPACA, WISCONSIN

Michigan Soft Wheat Flours Plain or Self Rising VOIGT MILLING CO.

GRAND RAPIDS, MICHIGAN

OUTLET PERCENTAGES OF DOLLARS SPENT FOR DOUGHNUTS BY REGION

		BY RE	GION				
-	CHAIN GROC	IND. SUP'R MKT. & GROC.	DELICAT	RETAIL	HOUSE	ALL	
TOTAL UNITED STATES	19.9	20.9	1.1	41.3	12.9	3.9	
NEW ENGLAND	13.4	13.5	-	48.2	22.0	2.9	
MIDDLE ATLANTIC	25.1	16.4	1.9	38.8	12.7	5.1	
EAST N. CENTRAL	23.6	20.1	0.6	37.6	14.7	3.4	
WEST N. CENTRAL	19.8	24.6	0.9	43.8	2.1	8.8	100%
SOUTH ATLANTIC	23.7	26.9	2.2	35.2	10.0	2.0	
EAST S. CENTRAL	29.5	26.9	4.9	37.4	-	1.3	
WEST S. CENTRAL	12.7	30.8	-	51.7	1.3	3.5	
MOUNTAIN	12.5	16.0	-	46.1	22.7	2.7	-
PACIFIC	7.9	25.0	-	44.5	19.5	3.1	9

CONSUMER SURVEY

(Continued from page 13)

and hamburger rolls. When divided by preparation the report shows that 43.7% of soft roll dollar sales are in the "ready to eat" classification, with 53.7% being Brown-'n-Serve, 2.0% unbaked refrigerated and 0.6% frozen. Also in the roll category, 13.3% of the families in the U.S. buy hard rolls, 12.8% buy biscuits and 5.1% buy English muffins. The U.S. average for amount spent per family per month for Brown-'n-Serve rolls is only 7¢. The southern U.S. leads in this category with all three regionals in the area being above the national average. The West South Central, including Texas, Oklahoma, Arkansas, and Louisiana lead substantially with 15¢ spent per family per month.

The Eastern seaboard seems to lead in the percentage of families buying cake, according to the survey. With an average 37.7% for the entire country, the New England states have 49.7%, the Middle Atlantic 53.4% and the South Atlantic 43.8%. All other areas are below the national average.

The expenditures for cake by type of outlet find the retail bakery getting 40.6% of the dollar spent, the chain grocery next with 26.6%, the

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independent supermarket and grocery 18.8%, the house-to-house baker 8.8%, the delicatessen 1.5%; all other outlets account for 3.7% of the dollar spent for cake. When cake is classified by preparation method, the U.S. total finds 98.8% in the ready-to-eat category and only 1.2% in frozen cake.

An average of 54.6% of the families purchased sweet goods, with the Southeast and the Mountain states being below the national average. Throughout the U.S., the retail bakery led substantially in dollars spent for sweet goods. The chain grocery accounted for 22.3% of purchases, the independent super market 19.4% and the retail bakery 44%. The home service bakery took 11.5% of the dollar spent. When cinnamon rolls were classed by method of preparation, the survey disclosed that 87% was of the ready-to-eat variety, unbaked refrigerated 8.8%, Brown-in-Serve 4.0% and frozen 0.2%.

In the doughnut category, the report disclosed that 23.6% of the dollar spent for doughnuts are spent for the plain variety, with 40% for sugared and 36.4% for iced. Of the cake variety 31.7% are plain, 50% are sugared and 18.3% are iced. In the yeast variety 13.8% are plain, 28.0% are sugared and 58.2% are iced. For the national total, cake doughnuts lead yeast varieties by 54.8% to 45.2%.

ROANOKE CITY MILLS, INC.

"Finest in the South"

ROANOKE VIRGINIA

Michigan Sol
Plain or
VOIGT M

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA CREAM of WEST

CREAM of WEST PRODUCE BREADS WITH TASTE APPEAL

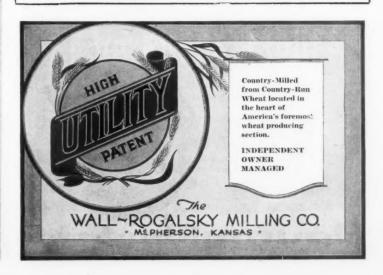
THE RED WING MILLING CO.

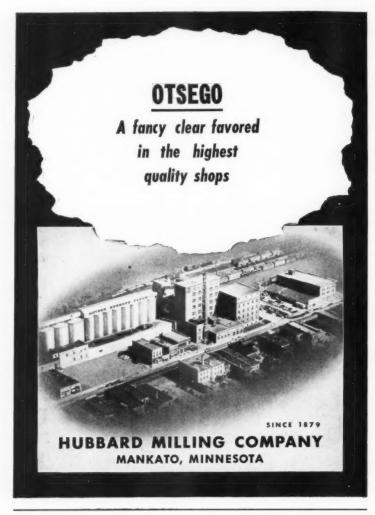
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water. Flour Tested and Baked in Our Own Laboratory.

PERCENTAGES OF DOLLARS SPENT FOR SWEET GOODS BY REGION

		IND. SUP'R MKT. & GROC.			HOUSE HOUSE	ALL OTHERS	
UNITED STATES	22.3	19.4	11.2	44.0	11.5	1.6	
NEW ENGLAND	39.6	19.9	0.3	27.4	11.5	1.3	
MIDDLE ATLANTIC	21.1	8.8	1.5	51.9	15.1	1.6	- 17
EAST N. CENTRAL	19.3	16.1	1.6	48.5	12.8	1.7	
WEST N. CENTRAL	16.8	24.5	0.5	46.2	9.4	2.6	100%
SOUTH ATLANTIC	24.2	32.5	2.3	37.0	3.9	0.1	10075
EAST S. CENTRAL	28.2	49.6		16.3	4.0	1.8	11.18
WEST S. CENTRAL	33.2	35.2	8.0	28.6	2.1	0.1	15.3
MOUNTAIN	28.8	27.0		25.7	11.4	7.1	-
PACIFIC	18.8	26.0		42.4	11.9	0.9	







Masterpieces

of the baker's art are consistently possible only when the flour is uniformly high quality. That's why Flour Mills of America pre-tests all flour to meet your specifications before you bake it.

flour mills of America, 9nc.

KANSAS CITY . ST. LOUIS . ALVA . ROSEDALE

CONVENTION CALENDAR

May 11-13 — Southwest Bakers Assn., Hilton Hotel, Albuquerque, N.M., sec., J. R. L. Kilgore, Box 127, Albuquerque, N.M.

May 13-15—Biscuit & Cracker Manufacturers Assn. and Independent Biscuit Manufacturers Assn., the Plaza Hotel, New York City; sec., Walter Dietz, Biscuit & Cracker Manufacturers Assn. of America, 20 North Wacker Drive, Chicago 6, Ill.

May 14-15—Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; Sec., Walter Dolch, Morning Glory Bakery, 107 S. Main St., Maquoketa, Iowa.

May 19-23—American Association of Cereal Chemists, Sheraton-Palace Hotel, San Francisco, Cal.; sec., Clinton L. Brooke, Merck & Co., Inc., Rahway, N.J.

June 1-3 — Pennsylvania Bakers Assn., mid-year convention; Hotel Bedford Springs, Bedford, Pa.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

June 17-19—The Bakers Association of the Carolinas, the Mayview Manor, Blowing Rock, N.C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte 6, N.C.

June 27-July 2—Bakery Equipment Manufacturers Assn., Manior Richelieu, Murray Bay, P.Q., Canada; sec., Baymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 28-31—West Virginia Bakers Assn., Greenbrier Hotel, Charleston; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston.

Sept. 13-15—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for Lee Marshall Cup, Wernersville, Pa., Galen Hall Hotel and Country Club; sec., Philadelphia Bakers Club, George Landenberger, 401 N. Broad St., Philadelphia 8, Pa.

Sept. 15-17 — Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

Sept. 22-24 — Wisconsin Bakers Assn., Wausau Hotel, Wausau, W.s; exac. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Sept. 29-30—Virginia Bakers Council, Inc., Annual Fall Conference, Williamsburg Lodge and Williamsburg Inn, Williamsburg; sec., Harold K. Williamsburg; Sec., Richmond, Va.

Oct. 17-19—National Bakery Suppliers Assn., Edgewater Beach Hotel, Chicago; sec., John W. Allen. J. W. Allen. Co., 110 N. Peoria St., Chicago 7, Ill.

Oct. 18-19—Baking Industry Sanitation Standards Committee, Sher-

Moore - Lowry Flour Mills Co.

Kansas City, Mo.

PRECISION-MILLED FLOURS

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled
production of superior Cake, Pastry and
Cracker Flours from carefully selected
wheats.

man Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 19-23 — American Baken Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

BREAD IS THE STAFF OF LIFE-

U.S. Chamber Honors Charter Members

MINNEAPOLIS—Ten Minneapolis business organizations which are charter members of the Chamber of Commerce of the U.S. and have maintained their membership in the national chamber since its formation in 1912 were honored at a luncheon sponsored by the Minneapolis Chamber of Commerce recently.

ber of Commerce recently.

Among the companies honored were Minneapolis grain and oilseed processing firms and The Miller Publishing Co., publisher of the Ameri-

can Baker.

The following company representatives were present to receive handsomely framed testimonials from Clark Bassett, vice president of the national chamber: J. A. Bolton, president of the Atwood-Larson Co.; Lyman Wakefield, vice president of the First National Bank; Cargill MacMillan, executive vice president of Cargill, Inc.; Stanley Ferguson, president of the Kellogg Commission Co.; George C. Crosby, president of S. T. McKnight Co.; G. Allan MacNamara, president of the Minneapolis, St. Paul & Sault Ste. Marie Railroad Co.; L. T. Gartner, president of Minnesota Paints, Inc.; Carroll K. Michener, chairman of the board of The Miller Publishing Co.; Frank E. McNally, chairman of the board and president of the B. F. Nelson Mfg. Co.; and Feton Colwell, president of the Minneapolis Chamber of Commerce.

BREAD IS THE STAFF OF LIFE

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W. Kent Perkins Dies After Long Illness

CHICAGO—W. Kent Perkins, 52, president and treasurer of Rumsey-Perkins, Inc., Chicago advertising agency, died at the Weiss Memorial Hospital here recently. Mr. Perkins had been ill for more than a year.

He was a member of the Baker Club of Chicago, and was widely known in the baking and milling fields. He handled several important accounts during his advertising or reer. Surviving is his widow, Thelma Burial will be private in Wabash, Ind

BREAD IS THE STAFF OF LIFE

James Mulligan Dies

CHICAGO — James K. Mulligan recently retired from Ward Baking Co., died recently. He served as preident of the Bakers Club in 1955.

You can make better bread with SUNNY KANSAS Flour The WICHITA Glour Mills Co. WICHITA, KANSAS

"Golden Loaf" That's Our Brand-

The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY Lake City, Minn. d J.

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POLAR BEAR FLOUR IS KING



This company has consistently followed the policy of making good flour and selling it on its merits, valuing actual worth to the baker above all else.

FOUNDED BY ANDREW J. HUNT-1899

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on LA GRANGE FLOURS LA GRANGE MILLS

RED WING, MINNESOTA

FLOUR W. J. Jennison Co.

576 Grain Exchange, Minneapolis 15, Minn. Telephone FEderal 2-8637 MILLS AT APPLETON, MINNESOTA

Plain and Self-Rising

A Flour Without Equal Anywhere

™ BUHLER MILL & ELEVATOR CO.

- Mill & Gen. Offices, Buhler, Kanss
- Southern Regional Office, 934 Exchange Bidg., Memphis, Tenn.

J. F. IMBS MILLING CO. ST. LOUIS,

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTS. SACKS

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES"

All Grades-From Darkest Dark to the Whitest White -Specially Milled by the Rlodgett Family-Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin



the priceless quality in flour

yours always with . .

Acme-Evans Flours

ANGELITE—cake flour COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

GRAHAM KING-100% soft wheat graham

PASTRY KING-low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

entennial Mills, INC.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS . DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR PYRAMID CONE FLOUR CENTENNIAL CAKE FLOUR BLUESTEM and HARD WHEAT BAKERS FLOURS

NEW SPOKANE MILL... ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE · WENATCHEE · RITZVILLE · PORTLAND

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Production Club **Has Discussion** On Sanitation

OMAHA—The spring session of the Nebraska Production Club was held in the Persimmon Room of the Hotel Castle, Omaha, April 27, John Roddy, president, presiding. The meeting included a joint luncheon with the Nebraska Section, American Association of Cereal Chemists.

The program included a session on bakery sanitation with Harold Mc-Donald, Bowman Dairy Co., as moderator. On the panel were Louis Booth, Omar, Inc., Omaha; John Slaven, Continental Baking Co., Omaha; Ralph Timperly, P. F. Petersen Baking Co., Omaha, and Frank Yzkowski, Interstate Bakeries, Omaha.

Many interesting questions concerning various phases of sanitation were answered. It was agreed that good housekeeping by production personnel is very important, and that cooperation in this respect can be acquired by stressing the importance sanitation to the employee when he is hired, and by building a feeling of pride in the cleanliness of his particular area.

It was suggested that a good program of inspection at the door to

combat insect infestation and mold infection is the best prevention, and that returned cartons should be closely examined and that no moldy returns are taken into the building. The interior of the trucks should be inspected, cleaned and fumigated regularly, it was agreed. Periodic take-down of motors should be made, giv-ing them a thorough cleaning and using residual spray. A master sched-ule of motor maintenance should show this action, members said.

It was recommended also, that air hoses be used only when necessary, using brooms and vacuum cleaners for the functions for which they are best suited and dust mops for light

Bakery managers, production men and cereal chemists agreed that the role of the sanitarian is one of increasing importance and that sincere appreciation for his past accomplishments is due him from everyone connected with the baking industry.

Some of the members attended the Nebraska section AACC meeting in the morning and heard a paper on "pH and Its Relationship to Flour" presented by C. B. Gustafson, Wallace-Tiernan, Inc.

The next meeting of the club will be held in June for the annual elec-



Harry J. Loving

Harry Loving Joins Mennel Milling Co.

TOLEDO - Harry J. Loving has joined the Mennel Milling Co., ledo, as executive in charge of the products control department, according to an announcement by Henry D. Pahl, president. Mr. Loving's re-sponsibilities will include interpreting customer requirements, con-trolling wheat mixes and insuring quality and uniformity in shipments, Mr. Pahl said.

Mr. Loving was graduated from Rose Polytechnic Institute, with a B.S. in chemical engineering. He was with the Kroger Food Foundation at Cincinnati for 15 years, including five years in the U.S. Army combat engineers during World War II. Following this he spent four years with Ballard & Ballard Co., Louisville, in the laboratory, branch operations management and personnel.

Prior to coming with Mennel, Mr. Loving spent five years in the bakery sales division of Pillsbury Mills, Minneapolis, specializing cake and soft wheat flours.

Mrs. Myron Sheridan, Food Broker, Dies

LOUISVILLE, KY .- Mrs. Myron J. Sheridan, 67, died in a hospital here recently. Mrs. Sheridan, the former Frances Fink, and her husband were in the food brokerage business, spe-cializing in flour mill representation, chiefly sales to the baking industry, for more than 40 years. She was a native of Troy, Ohio, and lived in New Albany before coming to Louis-

CHEMICAL CORP. FORMED

CHICAGO — The Sole Chemical Corp. was recently formed as a specialized chemical marketing organization by Solomon Epstein, former executive vice president and general manager of Emulsol Chemical Corp. Mr. Epstein, president and general manager of the new com-pany, said that the new firm will base its organic specialty sales pro-gram on a customized technical service program to the chemical processors, formulators, and manufac-turers in the fields of detergents, emulsifiers, germicides, foamers, anti-foamers, and other surface ac-tive agents. The administrative headquarters and central development

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laboratories will be located at 27 East Monroe St., Chicago. At the same time Mr. Epstein announced the appointment of Herman Zager insky as manager of production of Sole Chemical. Mr. Zagerinsky was formerly in production control at Emulsol and Gross Egg Co. He will be in charge of various production projects at Sole Chemical.



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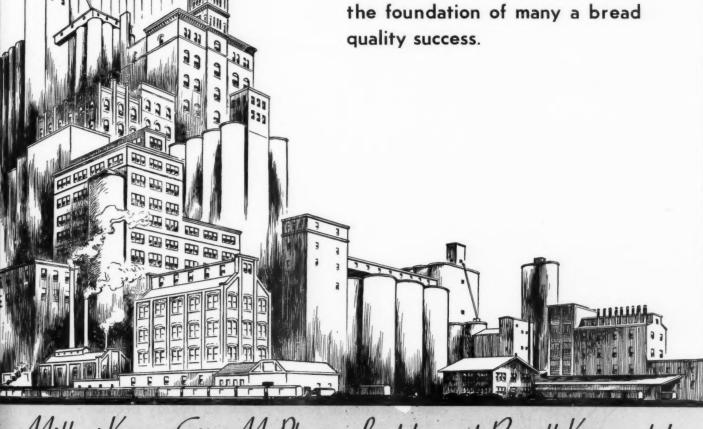
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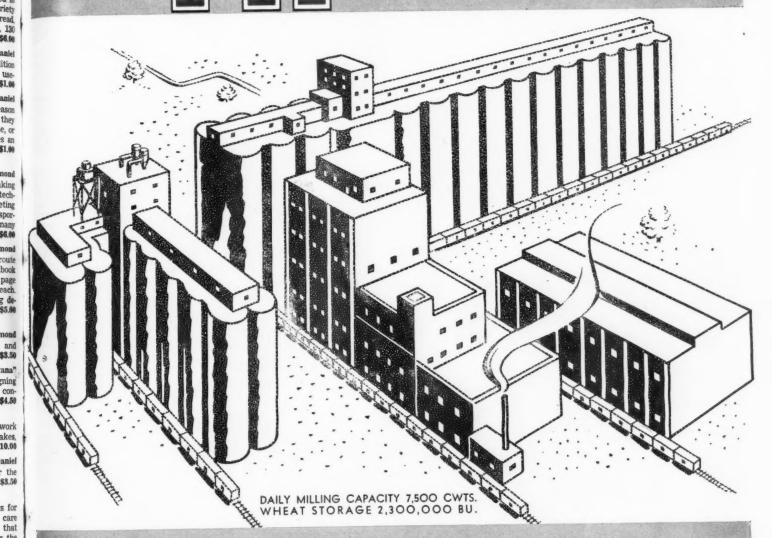
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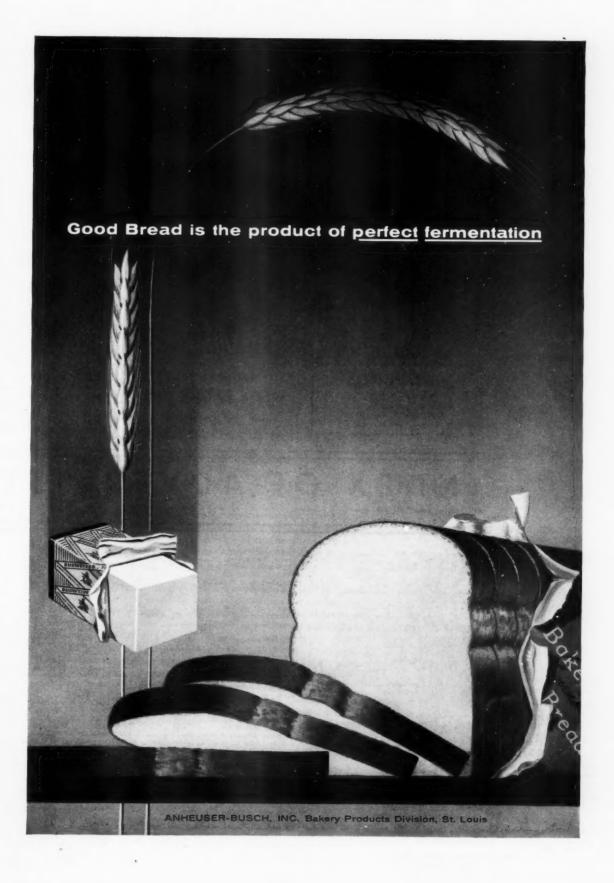
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Baked Foods May Use More Honey

WASHINGTON - Honey may be found in, as well as on, more baked foods in the future, as a result of research by Kansas State College, Manhattan, Kansas, under contract with the U.S. Department of Agriculture. This work, aimed at expanding the use of honey in commercial ing the use of honey in commercial bakery products, shows that substituting honey for all or part of the sugar in some baked foods adds to their color and flavor, and improves their texture.

A method developed in this research makes use of honey alone to sweeten cakes a commercial possibility for the first time, the USDA

Cakes with a high concentration of honey stay moist and fresh-tasting longer than do cakes made without honey. But if more than a third of the sugar is replaced, preparing cakes by a simple substitution of honey for sugar sometimes causes difficulty. A reaction of honey acids with baking powder as the batter is mixed may lead to low cake volume. Also, an intense browning reaction may occur during baking and give the cake a burned color and flavor. Extra soda cannot be added to increase cake volume, because it hastens undesired browning.

The researchers found they could control this browning reaction by raising the acidity of the cake batter in the final stages of baking. To do this they used potassium bitartrate coated with a stearate, which melts and releases the acid near the end of the baking time. Excellent cakes in which all the sugar was replaced by honey were produced by this method. Other methods to control browning are being studied.

Honey noticeably added to the flavor and color of some cookies. Because honey gives the cookies a chewy quality, only enough to replace 5% of the sugar was used in crisp cookies. Even this small amount gave added flavor to sugar cookies and vanilla wafers. In chewy cookies, such as fruit bars and brownies, honey was used to replace over half the sugar.

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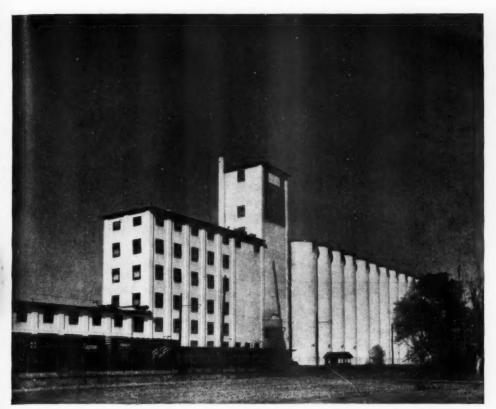
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Arizona Biltmore Hotel	3,	
	31	Imbs, J. F., I
Atkinson Milling Co 30,	31	International
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Beardstown Mills	25	
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ntgomery Co	60	
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Pillsbury Mills, Inc 6,	
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orben, bedrige, mining co	
	48
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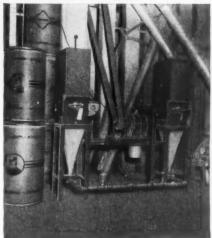
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